



Finding a suitable placement



By Bayden Bromley



Identifying what i want to gain from the internship:

Relatable to my future career

Development of specialized business skills

Experiencing working culture in action

Identifying how to relate academia to a real life business

Attitudes and expectations of people in the business

Developing professional relationships

Decision making in action



Management placement at Rent A Car



The rent a car internship is well established and has been running in Swansea for a number of years. The responsibilities, time frame and objectives are clearly set out too.

It describes itself as such;

"you'll be assigned to a branch office for hands-on business training. Here you will learn valuable business skills from capable mentors who were once in your shoes. Our promote-from-within culture ensures that you'll have a well-rounded training experience and learn skills in management, finance, operations, sales and customer service."

The key advantages of this placement for me:

- Location is perfect (*i live right opposite it*)
- Relates directly to business management
- Development of skills and practises
- Hands on activities
- *"It's learning by **doing**, not by getting coffee or filing all day."*
- *"You'll be part of a **team-based environment** where Enterprise employees are supportive and fun to work with."*

Rent A Car

My Process with Rent A Car:

- Applied in Jan
- Two weeks later invited for a telephone interview
- They informed me that their 6 month internships were full
- They invited me to join their one year internship and I declined as I was unable to do the hours they were requesting and had found a more suitable internship by this time

Disadvantages of the placement:

- No space on their 6 month summer internship - Competition
- They were looking more for graduates than post graduates.
- Need a full driving licence

*"As well as getting the chance to **put into practice** all that you've learned so far while at university, you'll also learn more **hard skills** than you ever thought possible."*



Challenger Sports



The university suggested to us that we apply to this internship as it is very well organised and hit all main goals that we would aim for from an internship

Advantages of Challenger Sports:

- Many students have done it before
- Very organised
- The business is used to placement programs
- Its paid
- Applies to what i like to do
- I've done similar courses before overseas

Disadvantages of Challenger Sports:

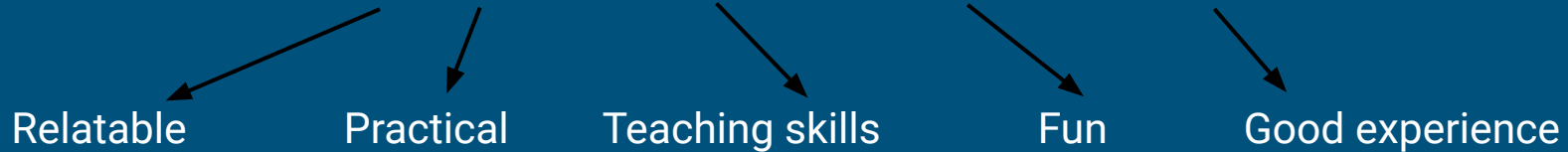
- £100 deposit then further £250 once you receive your contract
- Competitive
- It's out of the country -full time commitment
- You will need to get insurance
- VISA



Challenger Sports

I liked the idea of challenger sports. I've always been athletic and I have participated in similar sport coaching events before.

Their Mission states; **"To Ignite In All Children A Passion For Sports."**



Reasons for not attending:

- Very far compared to other placements
- Other placements progressed quicker
- Lots of associated costs

*"1,000 **international coaches** are selected each year. They are all committed and **talented** coaches, but more importantly they love children and understand how we **teach new skills, build confidence and have fun** all at the same time!"*

Bamboosh Marketing:



Bamboosh is a marketing and sales company located in Cardiff. The business provides outsourced sales and marketing with specialists in customer acquisition and direct marketing

It describes itself as: 'Our services offer clients a cost-effective **route to market**. Our ethos is "marketing doesn't have to be expensive." That's why we promise a **high ROI** and immediate results, no matter what your **budget**.'

Pros: The key advantage of Bamboosh is that it is specifies in Marketing, which is the area i've always thought i'd enjoy in business

- I would have the ability to view strategic, entrepreneurial business in action
- Develop better business judgement by viewing how the staff work alongside each other and overcome problems that occur
- Develop my sales abilities and knowledge on the subject

Bamboosh Internship:

Advantages of Bamboosh:

- They made me feel part of the business very quickly
- It related directly with the area of business I was interested in
- I enjoyed the environment and people within the organisation
- I could see that people there were extremely motivated and successful
- Business culture and ethos were strong

Disadvantages of Bamboosh:

- I live an hour away *(but I have family in Cardiff I can stay with)*
- Very competitive, challenging environment
- Full days of internship 8am - 8pm
- Self employed
- Lots of direct sales focus rather than marketing



My experience applying to Bamboosh:

Process:

Bamboosh were **extremely fast** with their recruitment process

Interview took place **2 days** after applying in Cardiff at 1pm.

At the interview i was questioned by the **CEO; Luke Walker**.

Two days later i was invited to the secondary interview which gave much more detail about the business and I could see one of their events in action

I was assigned a leader and got to watch their morning meeting before heading out on the second interview.

My first 'Atmosphere' Session.'

The process was very **competitive** and I was against 40 other candidates. To help distinguish which candidate was better we sat a written exam. After that we got to watch one of their sales events in action

I was called later that night to confirm id been given the place.



Deciding between

Category (✓ or X)	Challenger sports	Bamboosh Marketing	Rent a Car
Location	X	✓	✓ ✓ ✓
Cost	X	✓ ✓	✓ ✓ ✓
Valid Experience	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Ease	✓	✓	✓ ✓ ✓
Availability	✓	✓ ✓ ✓	X

This table details and defines which placement was the most suitable for me based on the criteria set in the category column. Each is marked by three ticks for most suitable and X for least suitable.

Thank you!!