

# 1 Corporate culture

## 1.5 Writing A placement report



### Discussion

**1** Henry has just finished his placement at Cambro Corp. in Littlehampton and has to write a report on his experiences. Discuss what you think this report will contain and what style it will be written in.

### Skim reading

**2** Read the extracts from Henry's report and number the section headings one to five.

- Observations about the company
- Appendix
- Introduction
- Professional achievements
- Experience during work placement

**1** ... a six-month placement with Cambro Corp. in Littlehampton from February to July, under the supervision of Mr Geoffrey Thomson, Marketing Manager. The objective of the internship was to design, conduct and analyse the results of a market study to identify customer needs for a new range of electronic gearboxes for industrial conveyor belts.

Cambro Corp. is a subsidiary of the HDE group based in New Jersey. The company has 450 employees in its Littlehampton plant, and designs, produces and markets gearboxes for the North American market. Founded in 1954, the firm ...

**2** ... and this experience was extremely valuable. I had not expected such a poor response rate to the first mailshot. When customers were contacted by telephone, it became clear that many of them had not answered the questionnaire simply because they had not understood the first question. The order of the items was therefore modified and the response rate increased by 200% ...

**3** ... a long history of involvement in the local community. Cambro's reputation as a company which looks after its employees and which sponsors local sports and cultural events is one of its greatest strengths. To obtain a similar result through media campaigns would cost millions. This aspect of the company's marketing and PR policy was most impressive ...

**4** ... communication skills in particular. Developing and performing a market study in less than six months was a major challenge. Fortunately, I was able to apply the knowledge I had acquired in marketing in year two of my degree, and the results of my study were extremely well received. In future, I think it would be very helpful if ...

**5** ... including the following documents:  
A Daily journal B Thank you letter to Mr Thomson C Evaluation letter from Mr Thomson D Résumé  
E Cambro brochure and sales literature

### Reading for detail

**3** Decide which section in 2 above these topics should be in.

- Conclusions
- Analysis of successes and failures
- Objectives of the internship
- Details of your responsibilities
- Analysis of what you learned
- Evaluation of the company as a potential employer
- Suggestions for the future
- Description of the company and how it is organized
- Practical details about the placement
- Observations on the company's culture and policies

### Internet research

How and where can you find an internship? Search for the keywords *find internships* to learn more.

4 Match these informal diary entries with formal phrases used to talk about the same things in the extracts in 2. Underline the phrases.

1 My boss is a guy called Geoff.

6 ... was cool!

2 Today I called lots of customers.

7 It was really difficult and exhausting.

3 I finally understood what the problem was!


8 Thank goodness I'd learnt how to do a market survey!

4 So, I changed the questions around.

9 Geoff was really happy with what I did.

5 This is worth a fortune! Much better than paying for advertising.

### Listening and note-taking

5  1:08 Listen to a conversation between Jason, who has recently completed a placement at Diftco, and his friend Alex. Take notes about Jason's placement in preparation for writing his placement report.

### Ordering and writing

6 With a partner, organize your notes from 5 and Jason's notes below into the five placement report sections listed in 2. Then write Jason's placement report. Remember to use more formal language.

- good rapport with export staff, warehouse staff more difficult
- equipment assembled and packed in warehouse
- double-check information - very important lesson!
- waste problem in warehouse - don't recycle enough
- remember to attach daily journal - journal.doc
- one of most profitable firms in region
- learnt bar code system - interesting
- too much routine paperwork - very boring!
- copies of letters to and from Ms Witten, supervisor
- most of time in Export Office, also checking containers in warehouse
- very tiring - need a holiday now!

