

XTERNSHIP K02

Company Name	Why Ventures
Extenship Position	Marketing & Comms Executive
Supervisor's Name	Christine Ng
Duration	9/12/2024 – 22/12/2024 (2 weeks)

STT	Goals & Deliverables
1	<p>Why Ventures is a start-up helmed by ex-Nestle & L'Oreal CDO who has work experience in Singapore, Thailand, Australia, Switzerland & Vietnam. It is a start-up offering travel education immersive experience on-site farms & allows participants to have hands-on interaction end-to-end of a business.</p> <p>Goal for 2 weeks: Develop an online communications strategy & plan for Why Ventures</p>
2	<p>Requirements:</p> <ul style="list-style-type: none"> - Proficient in English - Able to think independently & proactively - Creative & resourceful
	Work etiquette
1	Project plan & proactive daily tasks review & report
2	Weekly Report
3	Final Report

	<p>Evaluation scale:</p> <ol style="list-style-type: none"> 1. Not Meet Expectation 1. Partially Meet, 2. Meet Expectation 3. Exceed Expectation
STT	Development Goals (Skills & Competencies)
1	Project management (task management, time management)
2	Communication, presentation
3	Research, information gathering
4	Data analysis
5	Report and proposal writing
6	Tools: Excel, Word, PowerPoint, Canva, HTML Mail Design
	<p>Evaluation scale:</p> <ol style="list-style-type: none"> 1. Theoretical knowledge only, 2. Can do under guidance, 3. Can do independently, 4. Can do independently and guide others