

**Bianca Reis Schmidt Simões**

## **Internship Report**

Since I applied to the La-CEP program, the internship was the thing that got me uneasy the most. As I am very into the Japanese culture, I have heard stories about Japanese companies that got me very worried about working in one. Today I see that putting all Japanese companies in the same range of classification was a terrible mistake of mine. From the first meeting I had with COSMOTEC's president and Shindo Sensei I figured that Cosmotec would be an unstressful working place. The president then was already very nice to me and gave me a book about business and marketing, since that would be the field I'd be inserted during the internship, even though it has nothing to do with my major. Reading the book and taking notes before my first day at the company was considerably helpful and put me even less nervous.

On January 22nd, my first day of internship, although I got to meet everybody from the company and introduce myself, most of the time I only talked to the president. He spent the morning and the afternoon explaining to me what kind of company Cosmotec actually is, what does it produce and sell. That was when I acknowledged that the company is committed to different activities such as printing, processing, developing, manufacturing and selling a number of products, for example: adhesives, tapes, and others in the field of polymer chemistry high-technology, including the temporary skin tattoo sticker - the product with which I worked. It was also on my first time that I was given a more detailed tour around the company building. All of the company's activities are developed there, in two buildings. However, the sections are devised by floor. My floor of work during those two weeks was the third floor, with the people responsible for the sales - office working. On my first day I was also given a uniform - jacket and pants - a gesture that made me pleased.

My main internship task was exactly learning a lot about this product, its characteristics, previous sales, usual consumers and so on, so that I could develop a plan to sell it in Brazil. That is, would it be possible to sell tattoo temporary stickers in

Brazil and if yes, in which circumstances, to whom, for what price and what kind of print should be the focus of the company. It was very interesting to develop such plan, since I had never done anything like this before. Exactly for the same reason it was quite of a challenge, but everybody always tried to help me the best way possible. If I had a question about the tattoos, the “tattoo team”, which was composed for about 5 people, was always there to explain me more details, show me old achieves and samples. They also gave a lot of free old samples of the tattoo stickers, so I would be aware of what I was trying to sell.

My schedule had been very well planned way before my internship started, or that was the impression I got from it. Each day I learned something new about either the company, the tattoo stickers and even the other products. This made my internship more fun, in my opinion, especially the manual activities. For example, I was given the opportunity of printing tattoo stickers by myself - of course, while assisted by specialized workers - and also I could go into the clean room and work in there for one day - they even taught me how to operate some machines.

About my task specifically, I believe I could accomplish my mission and they seemed satisfied with my feedback. This feedback I gave them was two things: first, a report in english, very detailed, about all I had come to conclude on the marketing strategy plan. Also, on my last day I delivered a presentation in japanese to many members of the company, also about my achieved thoughts on the tattoo-selling matter. It was also a nice way to introduce Brazil a little bit more to them, which I appreciate. After my presentation they threw a small farewell party to me, which was very kind of them and made me very happy.

Not only my presentation was held in japanese, but also most of the talking I had with the company workers throughout the whole internship. It was not easy because of some vocabulary they used - especially specific vocabulary related to the products - but even that part was a good one, cause it made me learn more japanese vocabulary. To put it in a simple way, I consider the internship experience to have been of great help to my japanese improvement and I am very thankful for it, since this is my main goal in Japan.

Besides all of this, it was also very interesting to see how a japanese company works from the inside, and to experience the daily life of a company worker

in japan - my hours were from 9AM to 5:30PM. They were nice to the extent of letting me be present during two Skype Reunions - which were difficult to understand but interesting to witness - and even took me with a small team to Saitama, so I could see the place where the foundation tape is produced. Not only I could see the machines and the people working on the production of the tape, but I also watched a reunion between their people and Cosmotec's people, which was very interesting because it was just a live sample of the japanese courteous way of discussing serious things - and this ability of japanese of not losing composure while arguing fascinates me a lot. Also, by taking part of the cleaning team in the mornings I could experience a little bit of the famous "japanese team work" that is told to grow strong since the Shougakkou and throughout the whole school life of them; besides, after my first day of internship they invited me to a "nomikai", another japanese tradition I was hoping to have the chance to experience before going back to my country.

All of this, all the experiences I was allowed to go through, and most importantly, everybody's kindness made me very happy about my internship. I like to think they will make a good use of what I produced, even though it was not even close of a professional's work, since it was my first time dealing with this kind of task.

最後にもう一度言いたいです：とてもありがとうございました。コスモテックのみんなのおかげで私のインターンシップだけではなく私の留学がもっと特別で楽しい経験になってきました。本当に感謝しております。

