

Name Intern: Indra Sesselle

Internship Company: Fraserway RV

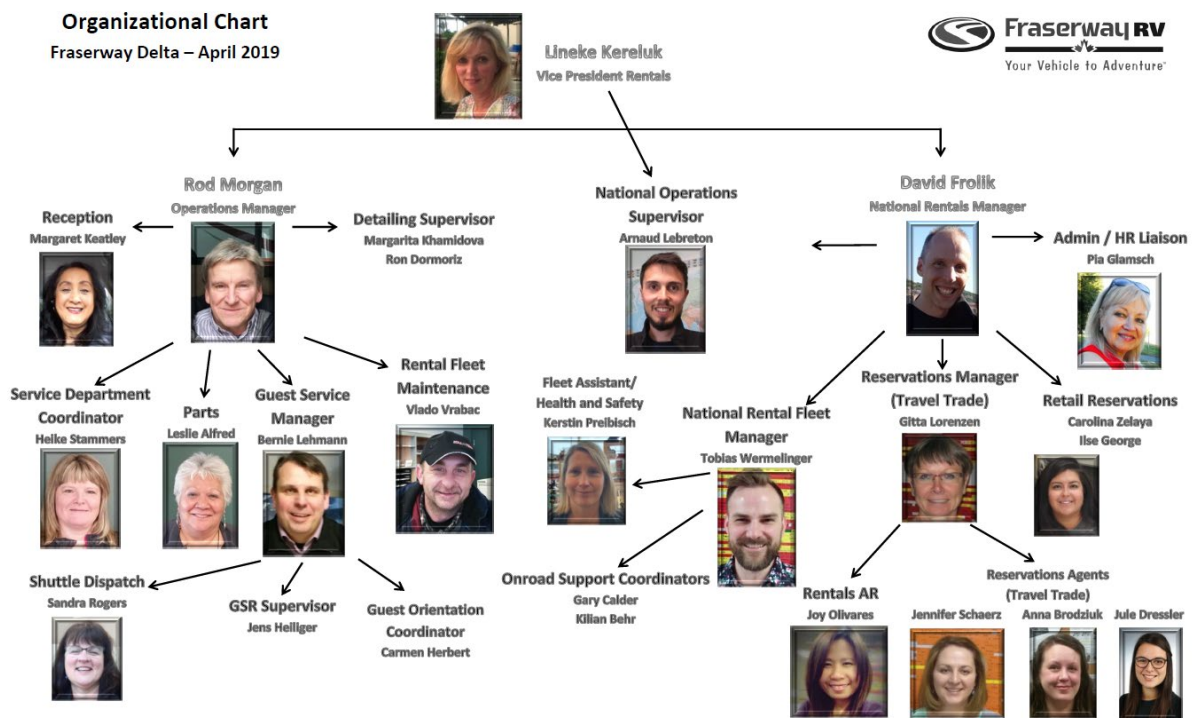
Internship Period: 25/03/2019 – 16/06/2019

### PART 1 = The Company/The Organization

#### Organization/Company Chart

President of the adventure group: James Epp

CEO of the adventure group: Stephen Simms



Source: Fraserway RV Rentals Presentation 2019 Internal

### Short description of the Company/Organization

Fraserway is part of the Adventure Group. The different organisations that fall under the Adventure Group are ALP Manufacturing, Country RV, Four Seasons RV Rentals, Travelhome RV and Fraserway RV. This means that all the vehicles rented out by Fraserway (except the A-class and C-Xlarge are manufactured by the adventure group; the camper on the truck camper is also an Adventure Group product while the truck is manufactured by Ford).

Fraserway RV is Canada's largest RV dealer with eleven locations all over Canada. Their primary focus is renting out RV's, but they also offer services such as selling RV parts, Selling RV's and repairing RV's. But not all location offer these services for example the Delta location where I intern does not sell RV's and Abbotsford, the location of the head office, does not rent RV's.

The adventure group is a family company (founder is Mr. Erdman Epp, current president is James Epp) that has strong ties with the community (raising money for the community; for example to help rebuild the Loon Lake Fire Hall after a fire destroyed it) and participates in several charities (animal shelters, aid in Africa,....)

### MISSION STATEMENT

As a team, we do everything possible to ensure our customers' vacation dreams are realized.

### OUR VALUES

Our attitudes, behaviours and actions are grounded in biblical principles, exemplified by generosity, dignity, financial stewardship and supportive leadership.



#### CUSTOMER EXPERIENCE

We have a passion to "wow" our customers and exceed expectations.



#### INNOVATION

We anticipate change and respond with creative solutions to enhance our clients' vacation experiences.



#### INTEGRITY

We act with honesty and deliver what we promise with the highest professional, moral and ethical standards.



#### RESPECT

Our Customers, Employees and Suppliers are integral to our success as a company and we respect each one.



#### SOCIAL ACTION

We support local and international initiatives to create a positive impact in the world.



#### TEAMWORK

We understand that no individual is greater than the team itself. Together, we work to achieve success.

Source: Fraserway RV Rentals Presentation 2019 Internal

### Market situation of the Company/Organization Regional

vzw Thomas More Mechelen, Campus De Vest  
Zandpoortvest 60, 2800 Mechelen  
tel: +32 (0)15/369 222 - [www.thomasmore.be](http://www.thomasmore.be)

A check google search on google maps show us that there are about eighteen RV rental companies in the area around Vancouver. When this search is expanded to British Columbia there are two more RV rental companies in Vancouver Island. Of the 20 companies one is Four Seasons, a member of the Adventure group. Another company, Ambassador RV Services Ltd., is also associated to the Adventure Group as they rent out the Adventure RV's that are produced by the Adventure Group. When googled Fraserway comes up as the second search result on google maps and the second search resulted on the google searched if not looked at the advertisements.

**National****Canada's Only National RV Dealer Group**

- Family owned since 1969
- Coast to coast dealerships in event of needing on road support
- Largest RV dealer group in Canada

**Rental Company**Fraserway RV  
Rentals

CanaDream



Cruise Canada

Westcoast  
Mountain  
Campers

Owasco

Four Seasons RV  
Rentals

Source: Fraserway RV Rentals Presentation 2019 Internal

Fraserway RV has carved out a very strong position for itself on the national market as it is Canada's largest RV dealer group with several locations around the country. It's also the highest ranking amongst the six biggest RV rental companies.

**International**

Fraserway RV is not present in the international market. They are currently present in Canada and there is no immediate indication that this will change. If they were going to go international then they will most likely first expand into the USA, which would be a next

logical step due to it being a close neighbour, the national language being English and their high tourism numbers.

### **What's the position of the internship within the Company/Organization**

As an intern your part of the CSR team, which means you are in direct contact with the customer and are an ambassador for the company. Depending on location to location you'll also be active in other departments. The CSR's in Whitehorse for example also assist the cleaning crew when needed the managers and the mechanics.

### **Tasks to be carried out as an intern**

You are responsible for administration; organising all the paperwork needed to check the customer in and doing quality checks of the vehicles. When customers arrive you'll be responsible for all the paperwork (rental agreement), doing demonstrations of the vehicles and assisting the customers with any questions or concerns they might have. When they return you are also responsible for checking the vehicle for any damage (and communicating this to the mechanics) and doing the necessary paperwork with the customers to check them out and put them on the shuttle list if needed. You will also be required to take payments of the customers or could possibly be asked to do a transfers of a vehicle to another location (Abbotsford or to go to a customer on location to do a vehicle exchange). You can also be asked to go assist at another Fraserway location for one (or more) day(s)

**PART 2 = SWOT-analysis of the internship**

<p><b>S</b></p> <ul style="list-style-type: none"> <li>- Direct contact with customers (development of communication and customer service skills)</li> <li>- Strong contact with your supervisors (security to voice concerns and questions)</li> <li>- Super Host course (free and with certificate)</li> <li>- All administration helps to grow planning, organizing and administration skills</li> <li>- Improving your English language skills (and Spanish, German and French if you speak this) + the ability to switch between languages effortlessly can be improved</li> <li>- Learning to work in a team, but still caring out individual tasks as well</li> </ul>	<p><b>W</b></p> <ul style="list-style-type: none"> <li>- Repetitive work</li> <li>- Language of the customers: the majority are German, only half of them speak well enough English so unless you speak German you might not always be able to assist customers. The second biggest groups is Dutch so you'll be speaking just as much Dutch as you do English.</li> <li>- Conflicting information given by the supervisors, which can be confusing and frustrating</li> <li>- The RentCentric system has flaws and they will be switched to another system at the end of the season, it's unknown if this new system will be an improvement or not.</li> </ul>
<p><b>O</b></p> <ul style="list-style-type: none"> <li>- Taking initiative</li> <li>- Super Host course (free and with certificate)</li> <li>- Development of different skills. If you want to improve on your paperwork/administration skills you can communicate this and this will be taken into account to give you more opportunities to improve</li> <li>- Seeing different Fraserway locations</li> <li>- Social activities organised by Fraserway</li> <li>- building a strong bond with your fellow CSR's</li> <li>- Learning to deal with difficult (pardon my language 'ignorant) customers and learning to be patient</li> </ul>	<p><b>T</b></p> <ul style="list-style-type: none"> <li>- Amount of CSR's can take away some chances to do unique tasks (depending on location)</li> <li>- Less involvement with the back office (but you can request to follow for a day or two)</li> <li>- Not a problem yet, but there is a small power struggle between management and the newly hired CSR supervisor (struggle to make changes to the way things are done and management that wants to keep things as they are).</li> <li>- early mornings and rarely two days free in a row can be tiring on the mind and body (you can request some days free, so there is flexibility in this)</li> </ul>

**PART 3 = SWOT-analysis of the education programme in relation to the internship**

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<b>S</b> <ul style="list-style-type: none"><li>- English language skill</li><li>- Management skills</li><li>-</li></ul>	<b>W</b> <ul style="list-style-type: none"><li>- customer service should be discussed more in classes: especially how to handle difficult or VIP customers (something similar to the super host training we received at Fraserway)</li><li>-</li><li>-</li></ul>
<b>O</b> <ul style="list-style-type: none"><li>- Personal branding to be aware of how you present yourself to customers and how to network</li><li>- ethical managerial problem solving to be aware of ethical dilemma's and how to handle them when working with customers</li></ul>	<b>T</b> <ul style="list-style-type: none"><li>- RV rentals as tourism/accommodation are not covered in the courses</li><li>-</li></ul>