

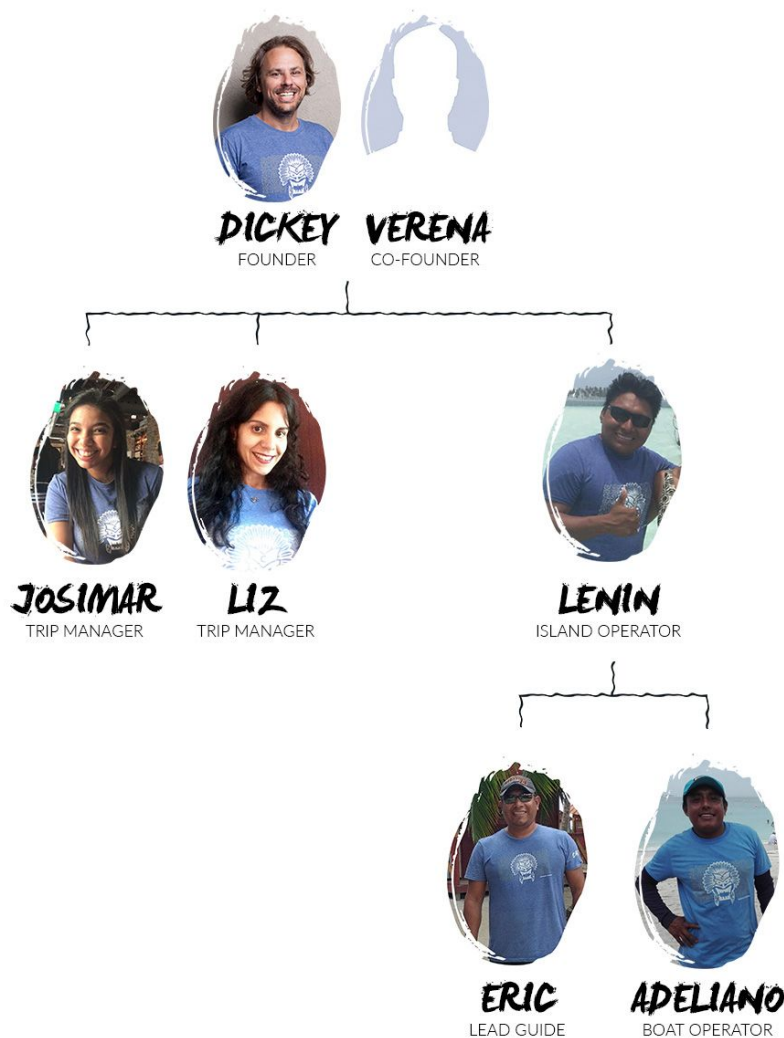
Name Intern: Seppe Sebreghts

Internship Company: Cacique Cruiser

Internship Period: Spring 2019

PART 1 = The Company/The Organization

Organization/Company Chart



Short description of the Company/Organization

Cacique was started in 2012 to offer the best destination and adventure experiences in Panama. Since that time we have become an award-winning service leader as a guiding operation and as an agency for the spectacular, fascinating and remote region of Guna Yala, also known as the San Blas islands.

Market situation of the Company/Organization

Regional

~~National~~

~~International~~

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

Intern trip manager

Tasks to be carried out as an intern

- Admin
 - marketing
 - customer relations
 - administration
 - sales
- Projects
 - WordPress
 - trip development
 - research
- Island
 - helping guides

PART 2 = SWOT-analysis of the internship

S <ul style="list-style-type: none">- Helpful colleagues- varying activities- Bilingual- Opportunity to travel- Independence	W <ul style="list-style-type: none">- Limited island opportunities due to local laws- Very humid climate :)- Internship falls in low season
O <ul style="list-style-type: none">- Explore different sides of agencies- Work on projects that fit you- Improve spanish- Visit the san blas!	T <ul style="list-style-type: none">- Strong competition- Internship falls in low season

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

S <ul style="list-style-type: none">- English bachelor- Excel subjects (used it a lot during my internship)- Opportunity to choose your own internship- The internship is not limited to certain countries	W <ul style="list-style-type: none">- No decent e-commerce subject (nothing learned about FacebookGoogleagram or google ad platforms)- no extra certificates received during course, for example, Google Adsense certificate, IATA,...- no WordPress or website platform class- Organization Thomas More
O <ul style="list-style-type: none">- ITL career just started and can still change- Bring the English taught bachelor to the level of the Dutch bachelor	T <ul style="list-style-type: none">- Too many useless subjects so people lose interest!- Bad teachers who are demotivating students.- Dutch & English bachelor are not on the same level.