

**Name Intern: Yuelin Li**

**Internship Company: Dechamps press**

**Internship Period: 25th March 2019-16th June 2019**

## **PART 1 = The Company/The Organization**

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### **Organization/Company Chart**

Veronique Dechamps--CEO

Maxime Dechamps-- marketing director of Chinese magazine "Dechamps SHOP&TRAVEL "

Lea Lin-- freelancer of Dechamps press

Fangmin Zhu--Intern

Chunpin Mei--Intern

Jiaqi Nie--Intern

Yuelin Li--Intern

there is another department but I am not familiar with them.

### **Short description of the Company/Organization**

Dechamps Presse is an established magazine producer with more than 40 years of publishing experience in the field of fashion magazines. 'SHOP & TRAVEL' is a Chinese magazine owned by Dechamps Presse, which is also the only Chinese-language fashion and lifestyle publication in Belgium.

'SHOP&TRAVEL' magazine was founded in March 2013, and has been with its readers for more than 6 years. As an old Belgian magazine producer, we always try our best to work well on it.

We've worked on many projects. Interview of famous Chinese living in Belgium, annual and seasonal activities, exhibitions, music festivals, travel advice... We are glad that through our own efforts, the magazine has gained quite an influence among Chinese people. It's all based on our love of China and Chinese culture.

### **Market situation of the Company/Organization**

Regional

the one and only Chinese media with both printed and active online social media account in Wallonia and Belgium.

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

**National**

the one and only Chinese media with both printed publish version magazine and active online social media account in Wallonia and Belgium.

**International**

Dechamps press is expecting to expand to Luxembourg Germany and France. the shopping activity of 30th June has included 3 German cities.

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

Interns play quite an important role in this company. What we do is more than testing and learning but real work which will be published and seen by the public.

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

Understanding the needs and specificities of the Chinese expats market  
writing on our Chinese social network pages and in our magazine;  
assist in organising shopping events and touristic trips (one-day trip);  
managing the WeChat register methods for our events;  
Being able to organize events, to understand the customers needs;  
to manage and interact our readers community;  
to integrate one's work in a team context;  
understanding the Chinese social network landscape;  
Adapting writing style in regards to whom it is addressed to and to what medium it is intended for.

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

<p><b>S</b></p> <ul style="list-style-type: none"> <li>-My contribution are cared by the press.</li> <li>-easy to communicate.</li> <li>-being able to experience many different positions.</li> <li>-worked on a lot different projects</li> <li>-good understanding about how to run a press</li> </ul>	<p><b>W</b></p> <ul style="list-style-type: none"> <li>-small company means I have to do everything, even some chores.</li> <li>-not gonna be super outstanding like a top group internship experience</li> </ul>
<p><b>O</b></p> <ul style="list-style-type: none"> <li>-meet more Chinese in Belgium which could provide me more opportunities in the future</li> </ul>	<p><b>T</b></p> <ul style="list-style-type: none"> <li>-No threaten that I could notice.</li> </ul>

<p>-built connections with chinese can be more helpful because they know what I can do</p> <p>-in the future I could work in fashion industry</p>	
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**PART 3 = SWOT-analysis of the education programme in relation to the internship**

<p><b>S</b></p> <p>-I know how to organize a tour</p> <p>-I can deal with customer services well</p> <p>-I have writing skills thanks to my study</p> <p>-I can handle group project well</p>	<p><b>W</b></p> <p>- I didn't learn about how to do communications</p> <p>-I didn't know how to be a journalist</p>
<p><b>O</b></p> <p>-inspired me to see how much I am lack in education so on I plan to do a master degree.</p> <p>-I got to know some more practical stuffs of tourism industry such as 'eastsong' and '2paynow'</p>	<p><b>T</b></p> <p>-This internship is only half related to my study, I didn't work in an airline or travel agency which is 100% related, but I don't regret, here I still learned many knowledges</p>