

REPUBLIQUE DU CAMEROUN  
Paix – Travail – Patrie  
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MINISTERE DE L'ENSEIGNEMENT  
SUPERIEUR  
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UNIVERSITE DE YAOUNDE II – SOA  
  
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ECOLE SUPERIEURE DES SCIENCES  
ET TECHNIQUES DE  
L'INFORMATION  
ET DE LA COMMUNICATION  
(ESSTIC)



REPUBLIC OF CAMEROON  
Peace – Work – Fatherland  
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MINISTRY OF HIGHER EDUCATION  
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UNIVERSITY OF YAOUNDE II  
SOA  
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ADVANCED SCHOOL OF MASS  
COMMUNICATION  
(ASMAC)



## INTERNSHIP REPORT

INTERNSHIP CARRIED OUT AT THE LIVESTOCK  
DEVELOPMENT CORPORATION FROM THE 04th JULY  
TO THE 04th OCTOBER 2022

Submitted in partial fulfillment of the requirements for the degree of Bachelor of Arts (BA) in information and communication studies.

Option :

**Corporate Communication**

**By :**

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Level :III

Matricule :

19CO06R

Under the Professional supervision of :

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Attache of communication and translation

**Academic year : 2021-2022.**

**Date of  
defense :November 2022**

## **ACKNOWLEDGEMENT**

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# INTRODUCTION

School being the essence of our society now our days, it's a great challenge for each and every one to realise its dreams as concern the professional domain. that' the main reason why professional schools exist in order to train people on a particular domain that at the end of their training they are considered professional and are able to start working effectively. Therefore for each secondary student that wants to enter in a professional school of his/her choice has chosen the best way to handle the professional milieu before getting a job.

Thus, being a student in the Advanced School of Mass Communication (ASMAC) the training goes for three years in which, each year students are going in for internships as concern their different levels. In the first year we do a one month internship in any enterprise of your choice or where the school administration decides to send you. Here it's an observation internship, the second year you go in for two month internship, which is called the impregnation internship. Then comes the third year students who go in for three months of internship, where the intern is to participate and give proposals to the enterprise concerning the communication domain or their field of studies in the ASMAC program.

That's the reason why we were present at the LIVESTOCK DEVELOPMENT CORPORATION (SODEPA) for a period of three month, which began from the 04 July to the 04 October 2022. This internship permits one to start working as a member of the company and do the assigned tasks and trying to propose solutions or ideas for the evolution of the communication domain of the company. The choice of this institution was to vary on our knowledge in communication especially in the commercial sector and especially in the administrative do about as concern the livestock domain. During the internship we worked on institutional communication, digital communication, contact communication and commercial communication. Our main objective was to

associate theory and practical knowledge gotten from school and that acquired during the various internships already carried out in the previous years, in order to face and overcome all the difficulties that we would come across.

our work is therefore divided into three parts mainly the presentation of the company where we did our internship, followed by the unfolding of the internship and lastly , we will give an evaluation of our internship according to our expectations and to what was actually our stay in that company.

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**PART ONE: GENERAL  
PRESENTATION OF THE  
LIVESTOCK DEVELOPMENT  
CORPORATION**

This part contains two chapters, where the first chapter talks about a detail and a general presentation of the LIVESTOCK DEVELOPMENT CORPORATION with three sections, that entails the first one of the historical background of the company, the internal organisation of the company, then the third of the external environment of the company and the second chapter talks of the communication state of the company.

# **CHAPTER 1: PRESENTATION OF THE ORGANISATION**

## **SECTION 1: HISTORICAL BACKGROUND, VISIONS, MISSIONS, VALUES AND SERVICES**

### **1. HISTORICAL BACK GROUND OF THE LIVESTOCK DEVELOPMENT CORPORATION**

Created since the 8 march 1974 the Livestock Development Corporation (SODEPA) has already 47 years of existence. Amended and supplemented by decree N°81/395 of September 9, 1981, the company is a public limited company with a board of directors at capital of 833,750,000CFA francs. With its headquarters in Yaoundé rue Foe, it has become a tool of primary importance for the public authorities with a view to guaranteeing food security and self-sufficiency in Cameroon. SODEPA is a first class company and plays a strategic role in socio economic development that guarantees equitable growth for the country through the management of ranches, slaughterhouses, cold stores and pilot butcheries.

This states enterprise, little known to the Cameroonian public, has seen several leaders succeed one another at its head. The new management team has

launched a long term development plan with an in depth overhaul integrating all areas.

#### **A. SOME IMPORTANT DATES**

- **1974/1984**

March 8, 1974; year of creation by presidential decree to accompany, supervise the production of animal production in Cameroon. On September 9, 1981, another decree modifies and completes it. Hamadjoda ADJOUDDJI is appointed General Manager, he will lead the company until July 7, 1984 when he was appointed Minister of Livestock, Fisheries and Animal Industries.

- **1984/1999**

March 1984; Engeuleguelle Etienne is appointed head of the LIVESTOCK DEVELOPMENT CORPORATION, he will spend fifteen years there before claiming his retirement rights.

- **1999/2004**

February 24, 1999; Abouba Sarki is appointed General Manager of the company. He stayed there for a few years before being appointed Minister of Fisheries and Animal Industries, a position he held for a few years.

- **2005/2016**

April 8, Buba Ndengue Dieudonné replaces former Minister Aboubakar Sarki at the head of the company. He will stay there for eleven years during which he will also bring his stone to the building.

- **2016**



February 4, 2016; Koulagna Kouttou Denis presides over the destinies of the company. Reforms are undertaken to modernize the LIVESTOCK DEVELOPMENT CORPORATION and anchor it to modernity. The Cameroonian state, main partner, has decided to fully support it in this process of overhaul necessary for the growth of this company full of potential. Funding agreements are finalized with donors. And up till date he is still occupying the post.

## **2. VISIONS THE LIVESTOCK DEVELOPMENT CORPORATION**

Improve the quality and quantity of products in the livestock sector by organizing the sector for optimal performance. Contributing to the livestock sector that guarantees growth, employment and self-sufficiency in animal protein by 2035 is one of the LIVESTOCK DEVELOPMENT CORPORATION objectives. The vision is the result of upstream work that provides responsive and quality management solutions by relying on a young and dynamic team.

Becoming the benchmark agro industrial company offering tailor made solutions to an increasingly demanding clientele is one of the company's challenges. SODEPA oversees and accompanies professionals in the sector and offers an attractive career path to young people in the professions of development end animal production which deserves to be known. The main objectives of this vision is to ensure sustained and diversified animal production and its derivatives, both in quality and quantity, while contributing to socio economic development at the local, national and sub regional levels.

SODEPA thus contributes sustainably to the development and equitable growth of the country through the promotion of good breeding practices and

the exploitation of its value chain in order to offer quality products at a reasonable price while taking into account environmental resilience.

### **3. MISSIONS OF THE LIVESTOCK DEVELOPMENT CORPORATION**

Growing the business for positive social impact by combining our expertise and drive to enhance growth. In accordance with its statutory missions, SODEPA ensures the promotion, operation and development of all breeding companies and the production of agricultural seeds necessary for setting up operational intervention structures, creating pastoral vocations for semi intensive and intensive farming systems with the populations and making available to economic operators;

- High yield brood stock for meat and milk;
- Animal semen and embryos for genetic improvement;
- Seeds of fodder species with added values for animal nutrition;
- Industrial slaughterhouses;
- Mobile slaughterhouses;
- Cold stores;
- Pilot butchers.

## **4. VALUES OF THE LIVESTOCK DEVELOPMENT CORPORATION**

Strong values anchored deeply in our genes, since the creation of the company. For several years, these values that we all carry in the company guide our actions on a daily basis and are inscribed in the genes of SODEPA. Passion, innovation and the desire to do better have been expressed on a daily basis for some time. The growth of the company remains on our shoulders and on this set of values that puts us face to face with our responsibilities, those of meeting customer expectations with the passion that drives us.

SODEPA is a corporate citizen that aims to promote a sense of teamwork and action in a healthy and pleasant environment; team spirit, performance, complementarity and environmental resilience are its main values. They are also based on the capacities and skills of our teams to deploy optimal solutions for our customers.

Developing a network in the sub region is one of the company's objectives for the realization of each missions.

## **5. SERVICES THE LIVESTOCK DEVELOPMENT CORPORATION OFFERS**

Our new slaughter units provides the consumer with quality products, highlighting animal welfare and food safety. Providing the customer with products from Cameroonian farms is guarantee of safety and quality. Raised in the open air with a grass diet in compliance with environmental conditions, the meat of our animals is delicate and tasty.

### **BY PRODUCTS**

The enhancement of products other than meat in the production chain is one of the activities of our slaughterhouses. It is an integrated service that deals with the transformation of bones, blood, horns etc.

- Bone and blood meal;
- Chicken and beef meat meals;
- The horns.

## **SECTION 2: INTERNAL ORGANISATION OF THE ENTERPRISE**

The LIVESTOCK DEVELOPMENT CORPORATION is managed by board of directors, it is the decision making body. Its main role is to define the strategic orientations and also determines the activities of the company, it also oversees their implementation. It is chaired by the Minister of Fisheries and Animal Industries.

The BOARD of DIRECTORS gives strategic orientations, makes decision necessary for the smooth running of the company and ensures their application. It is made up of 10 members appointed by the President of the Republic, including one salaried director.

### **THE DIRECTOR GENERAL**

General management is responsible for the implementation of the policy defined by the Board of Directors. The managing director is assisted in his task by a team responsible for supporting him in the day to day management of the company. The management also has the role of liaising between the LIVESTOCK DEVELOPMENT CORPORATION and the board of directors. He also implement and monitors the decision taken by the board of directors and coordinates the company's activities.

THE LIVESTOCK DEVELOPMENT CORPORATION top management is headed by Koulagna Koutou Denis, he is the guarantor of the company's vision. His main mission with his team is the development of the animal production sector, ensuring healthy and sustainable growth of the company over the long term.

# 1. THE MAJOR ACTORS OF THE LIVESTOCK

## DEVELOPMENT CORPORATION

### A. THE STATE

The state intervenes in the LIVESTOCK DEVELOPMENT through its guardianship; there are two of them. The technical supervision and the financial supervision.

- **The technical supervision:** it is exercised by the Ministry in charge of livestock; in our case it is the Ministry of livestock, Fisheries and Animal industries in abbreviation MINEPIA. The technical supervision ensures the conformity of the resolutions of the administrative boards to the laws and regulations in force, as well as to the orientations of the sectoral policies.
- **The financial supervision:** it is exercised by the ministry in charge of finance. Here, we will readily refer to the Ministry of Finance, abbreviated to MINFI. Its role is to ensure the regularity of the resolutions of the board of directors with financial implications, the sustainability of financial commitments and the general coherence of the LIVESTOCK DEVELOPMENT CORPORATION's performance plans with the sectoral programmes.

### B. THE GENERAL MEETING OF SHAREHOLDERS.

It has the power to decide on;

- The summary financial statements,
- The allocation of the results for the financial year,
- To appoint the auditor,
- To approve or refuse to approve agreements concluded between the company's directors,
- To issue bonds,
- To approve the auditor's report,

- To fix the amount of the sessional allowances as well as the monthly allowance of the chairman of the board of directors,
- To allocate to the directors in remuneration of their activity and according to the performance of the company,
- The annual allowance which is determined sovereignly,

When it meets in its ordinary session, it has the power to;

- Modify the articles of association in all their provisions,
- Transfer the registered office,
- Authorise an increase and decrease in capital in accordance with the provisions of the OHADA uniform act,

Dissolve the company in advance or extend its life.

### **C. THE BOARD OF DIRECTORS**

It is the transmission belt between the general management of the LIVESTOCK DEVELOPMENT CORPORATION and the general meeting of shareholders. The board of directors has extensive powers to define and direct the general policy of the LIVESTOCK DEVELOPMENT CORPORATION within the limits set by its corporate purpose. The board of directors evaluates the performance of the managing director and his deputy, transmits financial documents and various reports to the supervisory authorities of the LIVESTOCK DEVELOPMENT CORPORATION, convenes the meetings of the deliberative body, etc.

## **2. THE LIVESTOCK DEVELOPMENT CORPORATION AND ITS STRUCTURES**

The LIVESTOCK DEVELOPMENT CORPORATION comprises central and decentralised services.

### **A. THE CENTRAL SERVICES**

- **The general management:** placed under the authority of a director general, who is responsible for the accomplishment of its mission. That is made up of; a central administration and attached services

The attached services are;

- The control and internal audit division
- The IT unit and
- The attachments.

### **B. THE CONTROL AND INTERNAL AUDIT DIVISION**

It is responsible for;

- The implementation of the orientations of the strategic plan as regards control and audit,
- The organisation and monitoring of the activities of the control and internal audit teams,
- The follow-up of investigations related to the control of production and processing operations in the units, as well as in the agro-pastoral perimeters of the company,
- Controlling and evaluating the degree of application and implementation of measures adopted or approved by the general assembly, the board of directors and the general management.



The control and internal audit division comprises, in addition to the head of division, an auditor and two assistant auditors.

### **C. THE IT UNIT**

Placed under the authority of a head of division, the IT unit is responsible for:

- The development and implementation of the IT master plan, the graphic charter, the logo and the website,
- The parameterization of the procedures applicable to the LIVESTOCK DEVELOPMENT CORPORATION,
- The deployment and maintenance of the networks and data, software and applications chosen within the framework of the master plan, as well as the supervision of their operation,
- The security, availability and integrity of the company's IT system
- The administration of electronic and computer security systems.

In addition to the head of the unit, the IT unit includes two assistant researchers.

### **D. THE ATTACHÉS**

They are respectively in charge of all missions entrusted to them by the president of the board of directors and the director general. They play a focal point role in the technical follow-up of the files that may be entrusted to them.

They are;

- The executive attaché,
- The attaché in charge of monitoring and management control;
- The attaché in charge of communication and translation;
- The attaché in charge of legal advice and litigation;
- The attaché in charge of quality, health and environment.

Other attaché posts may be created if necessary by the administrative council, on the proposal of the director general.

#### **E. THE CENTRAL ADMINISTRATION**

##### ➤ The Production and Marketing Directorate.

It is responsible for:

- The definition and coordination of production activities and animal industries,
- The annual elaboration of the meat plan,
- The elaboration of directives for the rational management of pastures as well as the protection of the LIVESTOCK DEVELOPMENT CORPORATION's land heritage,
- The coordination of animal sales activities in the production units,
- The promotion of livestock breeding techniques, products intended for marketing and its derivatives,
- The programming and monitoring of animal sales activities in the production units,
- The implementation of the security stock management plan,
- Support to the standardisation process,
- The development of a marketing and sales plan,
- The global analysis of the market trends and needs,
- Development of a supply plan for animal and plant seeds,
- The maintenance and upkeep of the equipment and materials allocated to the production units.

The production and marketing department includes:

- The technical sub-directorate,

- The (commercial) sub-management of production, marketing and sales,
- The maintenance brigade.

#### **F. THE PROSPECTIVE AND DEVELOPMENT DIVISION**

Placed under the authority of a head of division, it is responsible, in liaison with the operational units for;

The determination of the objectives and sectoral programmes of the LIVESTOCK DEVELOPMENT CORPORATION?

The preparation and follow-up of negotiations in the field of livestock and animal production,

Anchoring of government projects and programmes,

Designing, planning and monitoring the implementation process of programmes and projects in their identification, definition, operational planning, implementation and closure phases,

- The development of partnership with structures involved in livestock farming, industrial slaughterhouses and the processing of meat products throughout the world,
- The development of annual capacity building programmes for butchers and breeders, as well as training of third parties in livestock and butchery,
- Research of funding,
- The elaboration of concept notes.

The foresight and development division comprises:

- The statistics, programming and projects unit,
- The partnership and management unit.

## **G. THE ADMINISTRATIVE AND FINANCIAL DEPARTMENT**

Placed under the authority of a director, it is responsible for:

- The elaboration and the implementation of budgetary, financial and accounting management policies of the company in accordance with the OHADA Uniform act,
- The elaboration and implementation of the human resources management policy,
- The elaboration and production of summary documents of the general, analytical, material and budgetary accounts.
- The preparation of the annual financial statements within the prescribed deadlines,
- Relations with financial institutions, tax authorities and the public treasury,
- The implementation of procedures for the award and execution of contracts,
- The preparation of the annual report on the company's turnover.

The administrative and financial management includes:

- The financial sub-directorate of the budget and material,
- The sub-directorate of human resources.

## **H. THE DECONCENTRATED SERVICES:**

The operational units are made up of:

- Ranch
- Industrial slaughterhouse
- JAKIRI station
- Development areas.

### 3. DATA SHEET OF THE LIVESTOCK DEVELOPMENT CORPORATION

Name of the organisation	The LIVESTOCK DEVELOPMENT CORPORATION( SODEPA)
Date of creation	08 march 1974
Director	M. Koulanga Koutou Denis
Sector of activity	Livestock development and exploitation rearing of animals transformation of livestock product slaughtering of animals Production of meat.
Head office	Yaounde, Cameroon
Address	BP:1410 Yaoundé <a href="tel:+237222.20.08.10">TEL:(+237)222.20.08.10</a> FAX:(+237)222.20.08.09 E-mail : <a href="mailto:infos@sodepa.cm">infos@sodepa.cm</a> Website: sodepa.com
Location	It is situated by the neighbourhood MFANDENA at the bottom of the STV building and perpendicular to FOE's street( new road omnisport)
Logo	

## **SECTION 3: EXTERNAL ENVIRONMENT OF THE ORGANISATION**

The LIVESTOCK DEVELOPMENT CORPORATION is aimed at supporting breeders and all those people willing and volunteered to learn more on the development of livestock in Cameroon and they are called to a citizen company.

Our guiding principles are to put the consumer at the center of our concern and to supervise and support the breeders. The meat market is growing at a steady pace, and customers are more and more demanding on quality. Our ambition; is to federate consumers under the SODEPA label and provide them with ready to eat products. Our clientele is recruited from the professional but also from the average customer and we work for the satisfaction of this clientele.

We bring a particular attention to the selection of the meat, its conditioning and to our mode of transport and delivery in order to guarantee to the customer a 100% organic meat of Cameroon.

They are a citizen company that makes the production of quality meat a credo while replying on a strong local partnership.

In the conduct of SODEPA's activities, the contribution of our partners is essential. The state of Cameroon, the main shareholder of the company, has engaged since few years the implementation of a process of mobilization of financial resources from international donors.

This mobilization of capital has allowed the company to build warehouses and modern slaughterhouses, to improve the quality of services. Our partners are;

-THE WORLD BANK

-THE AFRICAN DEVELOPMENT BANK

-THE REPUBLIC OF CAMEROON

## **CHAPTER 2: PRESENTATION OF THE COMMUNICATION**

### **UNIT AND ITS STATE**

The communication unit of the LIVESTOCK DEVELOPMENT CORPORATION does not effectively has all the personnel that an enterprise of its level is supposed to have, since it's of recent that they created the post and it is controlled by one person for the moment. The person in charge of the communication domain, of the company is named Madam SHWIRI ESHWA CHUMBUM, who is in charge of the communication and the translation sector. The communication in this company is mainly descendant, that is from the top authority to the least post existing in the company, so it starts from the Director to the board of sub directors then the rest of the workers.

They mustly communicate internally through the classic tools and the observation made is that, if your service is not concern with an activity or a meeting carried out, then you are not aware and it's when the event, meeting or activity takes places that you will be aware of that and this goes with all the other information circulating in the company. Nevertheless they are trying to overcome this with the creation of the enterprise's magazine, which they are hoping will permit the circulation of information.



# 1. PRESENTATION OF THE COMMUNICATION UNIT

## A. MISSIONS, OBJECTIVES AND ACTIVITIES

### ➤ **missions**

The communication unit missions are:

- Put in place the communication strategy of the enterprise;
- create ,edit and deliver messages for the LIVESTOCK DEVELOPMENT CORPORATION;
- Conceive, analyse and post house organs and other communication tools for the enterprise;
- Set up the digital communication of the enterprise;
- update the ,enterprise's information websites;
- Organise the internal communication of the enterprise, for coherence and harmony to prevail in the enterprise.

Externally the unit assures the visibility, image of the LIVESTOCK DEVELOPMENT CORPORATION both on the digital and classic media.

### ➤ **objectives**

The main objective of the communication unit is to support the implementation of the vision of the LIVESTOCK DEVELOPMENT CORPORATION, to ensure a good visibility and to create the adhesion of the two guardians (financial and technical), all the national and international partners, the breeders and the consumers of meat through marketing.

### ➤ **activities**

The communication service of the LIVESTOCK DEVELOPMENT CORPORATION carries out activities, whenever they are called upon and when initiatives are made, that is;

- produce and post online content
- create and implement ideas in order to have a good internal communication
- relate with other service in building the culture of the enterprise and have good working conditions within the enterprise
- conceive and create communication tools and gadgets for the enterprise yearly
- create partnership with medias organs both private and national

#### **B. PERSONNEL AND ORGANISATION**

Since the communication unit of the enterprise has been recently put in place, it is just one person who is in charge of it. It is administratively called the communication and translation service who is directly attached to the General Manager. it exist since 2018 and it is also made up of a community manager who takes care of the social media accounts of the enterprise and the digital image, the woman in charge of it and who works hand in hand with the ICT service in order to ease her work is called Madam LYDIA. She is there to produce and post content online and assures the interaction with the different publics.

#### **C. FORMS OF COMMUNICATION USED INTERNALLY**

The LIVESTOCK DEVELOPPMENT CORPORATION has two main ways in which is been passed across, they are ascending and descending communication.

- **Descending communication;** it is a form of communication that goes from top to bottom. In this case it moves from the board of directors to the top management and from the management to the personnel. The tools used at

this different levels are decisions, decrees, meetings, mailing, invitations, notes, phone calling just to list this few.

- **Ascending communication;** this form on its part starts from the bottom to the top that is, from the personnel to the manager and the manager to the board of directors. Here the tools they mostly use are WhatsApp, reports, letters, focus group and meetings.

**D. THE TOOLS OF COMMUNICATION USED BY THE LIVESTOCK DEVELOPMENT CORPORATION INTERNALLY ARE:**

Tools used	Frequency	Observation
Sign board	Not often	They post once in a while and only important information. It is present at each flow of the company.
WhatsApp groups	All the time	It is mostly used by the company, since they consider it to be the best among all the internal communication means that exist even though, sometimes not everybody is connected at the same time
Professional mails	Not often	This means is used by those who know and are familiar with it.
Service notes	Mostly used	In order to address the director, this means is used to pass across the information that one once to say or ask.
Word of mouth	Often used	This means is present everywhere and sometimes produces more effects than the others.
Letters	Often used	This means is mostly used by the board of directors, subdirectors of the enterprise,

		since it is formal and cannot be used for fancy.
Meetings	Mostly used	Meetings are called each time there an important activity or work carried out. Sometimes it is not even programmed and it's on the day that you are informed of a meeting that would be held in two hours later or in few minutes time.

### **E. EXTERNAL COMMUNICATION**

As concern the external communication of the enterprise, one can't say it does not exist but that it is dormant and inefficient, since the tools are not used effectively as it is supposed to be, due to the absence of communication professionals. They communicate through this social media pages, websites, newspapers, press release, flyers, posters and radio.

#### **➤ the external public of the LIVESTOCK DEVELOPMENT CORPORATION**

External targets are stakeholders with inputs or supports, which has an impact on the achievement of the LIVESTOCK DEVELOPMENT CORPORATION's objectives, vision and performance .they can be classified into two categories which are , those upstream hat help or facilitate sodepa's actions and those downstream that sodepa helps or provides services.

#### **➤ the upstream that helps or facilitates the LIVESTOCK DEVELOPMENT CORPORATION actions**

- the financial and technical supervisors
- National financial partners (GIZ, INCATEMA...), European Union etc.
- Specialised international financial institutions: ADB, AFB, ISLAMIC BANKS, EXIMBANK, etc.

- consumer protection associations
- environmental protection organisations
- academic and research institutions( bacteriology,geology,etc)
- large veterinary laboratories
- the media
- politicaldecisionmakers(governments,administrations,mayors,deputies,s enators,etc).

➤ **the downstream that the LIVESTOCK DEVELOPMENT CORPORATION helps or provides services**

- private individual pastoralists and livestock farmers
- Disadvantaged groups; women, youth, etc.
- decentralised territorial authorities;communes, regions
- professional herders’ organisations
- butchers
- independent animal health monitoring agents
- Wholesalers and retailers (households, sandwich shops, snack bars, butcher’s shop, catering and supply cooperatives of industrial companies, supermarkets, etc.).

**F. EXTERNAL TOOLS USED BY THE ENTERPRISE**

To better achieve the enterprise objectives, the external communication uses digital and both classical means and tools, that will be drafted below with their functions and observations.

Means	Type Of Tools	Tools	Functions	Observations
Outdoor media	Contact communication	Events	By hosting various events and participating in mass events the LIVESTOCK	The events are not quite often and when there is. it is not

			DEVELOPMENT CORPORATION communicates to the different individual who attends and participate in it.	usually productive but it is encouraging
		Interview	At the end of any training or official seminar organised by the state or ministry and event other institutions, also the enterprise its self. the media always comes and interview the different participants to take their impressions	Sometimes the media are not present during this occasions and when they are present they increase the visibility of the enterprise.
	written	Press release	Whenever there is an important information ,event or new building or infrastructures they will send a press release to the different press organs , tv and radios	It is not often used and the cost of it diffusion is too high making it very high for the

				enterprise.
digital	Social media	Twitter	These different tools are used for the interaction between the enterprise and the general target of the enterprise that are present on this different plate forms. They updates information's every day in order not to be bored and enter inside routine things.	Here there are many followers but not all are invested in participating, whenever there is a new post even when there is a game going on.
		Facebook		
YouTube				
Instagram				
		website	This is used to post all the information's about the well been of the enterprise.	Sometimes the information's present are not updated and its only in French that the information's are posted

## **PARTIAL CONCLUSION**

Arrived at the end of our first part, where we presented the detailed history of the enterprise that welcomed us for the three months. Here one can still find the presentation of the communication unit even if it is recent that it exists. It still has a long road to go in order to be called a communication unit and also so that the enterprise should see the benefit of the communication service in their organisation and put in more finance for it is through the communication service that the enterprise image can be known worldwide and achieve the main enterprise's goal or objective.



## **PART TWO: UNFOLDING OF THE INTERNSHIP**

In this part we will present the how about of the internship, the difficulties encountered and the possible suggestions to the problems that were discovered during the internship. It is divided into four chapters having each its own titled and sub parts that would be developed.

## **CHAPTER THREE: GENERAL**

### **OVERVIEW OF THE**

### **INTERNSHIP**

From our arrival to the LIVESTOCK DEVELOPMENT CORPORATION we were directed to the person in charge of the communication service of the enterprise. She effectively gave us a sit then we started discussing on our expectations and objectives. We briefly exchanged and she ordered us to write it down, our objectives that we in turn to achieve by the end of our internship, the organisation's responsibility towards the intern and vice versa. The following will be the first task given to us by our boss for an introductory part of our internship.

#### **1. OBJECTIVES IN REGARD TO THE UNFOLDING OF THE INTERNSHIP**

Been a third year student in the Advanced School of Mass Communication, it is an obligation for us to take part in a participative internship for a period of three month in a given enterprise of our choice. From this internship the student or intern has to immerse itself in the enterprise functioning and participate in any task assigned to her. This permits a better training, as now the student links theory with practical and has to gain in professional skills and even the professional life style. Then at the end of each internship the student will provide a report and a professional realisation which she will defend in front of a competent jury in order to obtain a professional licence in the science of information and communication.

## **A. OBJECTIVES OF THE INTERN**

**Main objective:** our main objective is to learn more on the enterprise form of communication which is institutional, participate in building the culture of the enterprise, and be integrated as a member of the enterprise.

### **Specific objectives:**

- Be able to carry out a communication audit and bring out the communication problem.
- To bring in new methods of operation or functioning to the communication sector of the enterprise.
- Help in all the tasks that would be assigned to us during the internship.

## **2. RESPONSIBILITIES OF THE ORGANISATION TOWARDS THE INTERN AND VICE VERSA.**

### **A. INTERN TOWARDS THE ORGANISATION**

As an intern we have responsibilities towards the enterprise or organisation that welcomes us for our internship which are;

- To be present on time and be professional
  - Carry out all the task that would be assigned to us and be of good moral.
  - Respect the company's infrastructure.
  - Produce at the end of the internship a report that would be presented to the director of the enterprise for approval before the defence in order to have the certificate after.
- **the organisation towards the intern**

Just as the intern has responsibilities towards the enterprise the enterprise also has responsibilities towards the intern, which are as follows;

- Assign a supervisor to the intern that will assist her during the internship.
- Gives her all the information necessary, that will permits her to achieve the miss she has as intern and student of ASMAC.
- Assist her in the work given to her for effective work done, which will permits her to acquire new professional skills.
- Assign her professional work to do that enters in her professional training.
- Follow her in all the project she has to carry out.

➤ **overview of monthly internship activities**

Our internship at the LIVESTOCK DEVELOPMENT CORPORATION went for three good months. We were welcomed by the person in charge of the communication service, which is our supervisor for the period of time our internship will take place. Apparently, everybody was pleased with our venue there, since we are studying corporate communication at ASMAC. So they knew things will change upon our arrival, since the communication sector at the enterprise is of recent and it's just one person that is in charge of all the communication of the enterprise. We started our internship on the 11<sup>th</sup> of July and it ended on the 04<sup>th</sup> of October 2022, even though our letter of acceptance stated that we should start from the 04<sup>th</sup> of July. This non respect of the date was due to our preparation for our pre defence, which we earlier informed our supervisor of our absence due to school constrained and she found no opposition to that, informing us that when we are done in school we can start the internship effectively the weak that follows. We worked from Monday to Friday and for the first month still Saturday for the first two weak. We worked

at the communication and translation service with our supervisor, then to the secretariat office, marketing service, the community manager and the IT unit (information and technology). The three month internship at the LIVESTOCK DEVELOPMENT CORPORATION looked as in the following paragraphs:

**3. THE FIRST MONTH (11<sup>TH</sup> OF JULY TO THE 04<sup>TH</sup> OF AUGUST) WELCOMING AND INSERTION AT THE DIFFERENT SERVICES THAT WE WERE ASSIGNED TO WORK WITH.**

Upon arrival, we were given the communication plan, manual, chatter and procedure of the enterprise to read in order to have some notions on the how about of the communication at the enterprise and make suggestion where we found it necessary. It took us two days to go through this different, since we went through it twice for a better comprehension of the texts. At the end we noted some incoherence and mistakes on the manner of doing the SWOT, the communication plan and the different means of communication proposed for the up growing of the image of the enterprise. Then on the third day of our internship we went and worked with the marketing service, at the GRILLING FESTIVAL that the LIVESTOCK DEVELOPMENT CORPORATION and other enterprises dealing with the sale of meat were actually participating. There we worked hand in hand with the commercials, who were in charge of attracting customers in order for them to buy our product and make more profits. at the same time we had to distribute flyers to all the visitors at the festival , which will permits people to know more about the enterprise and

what they do with the different service they offer. This adventure lasted for one and a half week that's is from the 14<sup>th</sup> of July to the 24<sup>th</sup> of July for us who just started the internship, because the festival lasted for one month. During this period we served customers, distributed flyers, posted images of the evolution of the festival on the different pages and worked at the cash register where all the orders and receipts of the day were recorded and then at the end of the day we did the accounts and kept them for transparency to prevail. After this passage at the grilling festival we went back to the head office of the enterprise where we were introduced to all the different workers and department of the enterprise. From then we were part and parcel of the enterprise. As we transported files from one office to the other and assisting any person that needed our help.

To continue, we assisted at two different meetings during this month and at the end of each meetings we had to give detailer report to our supervisor even though she was present. After handing the report, she will correct and send to the director for approval and archives. Also it is to prove to the director that actually there is an intern at the communication service and that is the work she has produced.

#### **4. SECOND MONTH OF THE INTERNSHIP(04 AUGUST TO THE 04 SEPTEMBER)**

During this period of time, we went to different services such as the IT and the community manager. Where we helped as much as possible, in doing the different tasks that we were assigned. As helping in the restructuring of the enterprise website, for this we had to do some research on other enterprises

website to see how it is built and its functionalities, so as to see what to add and reduce on our own website. After the research done we wrote a note to the director so that we can take new pictures for the photoetch of the website, since many people complain that the pictures that are found on there are not institutional pictures and are not adequate for the website. so we started first by working with the computer experts in order to permits anyone that would visit the website; to change the language used if the person is English speaking or French speaking. Notwithstanding we saw how the community manager works and she asked us to bring out a plan for the posting of content online. With her we responded to the few interaction that some post had and posted new content. As detected there is not much engagement on the different accounts, we proposed to boost the different pages and for that, the enterprise invest 50 thousand franc for each account; even though up to now there is still little or no interaction on the different accounts. Still in this month we participated in the organisation of the ceremony for the handing of the EXCELLENCE PRICE to the director general by the board of the INVESTIGATIVE JOURNALIST COLLECTIVE that was held on the 11<sup>th</sup> of August 2022. Created in 2012 to fight against journalistic blackmail and any drift of information, without forgetting the management of structures, thus the reason of the said ceremony. This collective has as slogan” LET’S LOVE AND CELEBRATE EACH OTHER ALIVE». This ceremony was to encourage the director of the enterprise for his good governance and hard work. The people invited at this ceremony were the all the boards of directors, subdirectors and the community manager. At the end of this ceremony we wrote a report on it, for our supervisor as she was not present at the ceremony.

To add we participated in all the meetings concerning the creation of the LIVESTOCK DEVELOPMENT CORPORATION Magazine which would be called SODEPA MAGAZINE. At this different meetings we wrote reports at

the end and also contribute as most as we could in the conception and modelling of the magazine that is the different rubriques, what would be in each and the name given to each, the number of pages that each would occupy in order to bring in equality and a good reading part. to that we wrote several notes on issues concerning the enterprise and the magazine in order to inform the director of what is actually going on concerning the magazine and the services that would be needed or anything that needs his approval or judgement. The notes and letters we wrote are on the following issues;

- the choice of the logo for the magazine;
- the conception and realisation of communication supports for the year 2023, those supports are (agendas, calendars, business cards just to name this few);
- On the subscription request supported by the newspaper REALITE PLUS just name this few.

## **5. THIRD MONTH OF INTERNSHIP (FROM THE 04<sup>TH</sup> SEPTEMBER TO THE 04<sup>TH</sup> OCTOBER)**

For our last month we worked on the communication strategy for the opening of new butcher shops all over the territory. As the first butcher shop that was programmed to be opened by the month of September is at dragage and mbankolo the orders are still to be opened and for that we needed to come out with a well-built strategy before, during and after the opening. In order to achieve our main objective which was to increase the profitability of SODEPA's butcher shops all over the country. For this we worked in close collaboration with the marketing service in order to bring out the strategy that was asked. For this we conceived some supports like flyers and post that was



circulating in WhatsApp forums and online, during the opening of the Dragage butcher shop. We actually wrote a press release for the opening of the new butcher shop and we called upon the motorbike taxi drivers to spread the information and participate in encouraging passengers to come and buy our products. We also created a press file for the enterprise in order to ease the recording of media personnel and number to ease work and run from the stress of searching numbers or letters to get someone from the media. Then for the few weeks that were left we worked at the secretariat service, where we learned how to register documents, prepare documents that are leaving the enterprise and those that are entering. We also distributed the different files or documents after the director has already treated them. We typed decrees and photocopied all the documents that were coming in.

# **CHAPTER 4: THE ACTIVITIES CARRIED OUT BY THE INTERN DURING THE INTERNSHIP**

We carried out various activities both on the communication domain as in other domains and it was very enchanting for us, since we were happy to be useful for the enterprise and we received encouragement from our supervisor and from the top management.

## **1. ACTIVITIES RELATED TO THE COMMUNICATION DOMAIN**

### **A. WE DID REPORTS OF MEETINGS:**

Upon all the meetings that we took part during our internship, we gave a detailed report of it to enable those that were absent of or that didn't pay a lot of attention during the meeting can recall whenever they are come through the report we did. Some examples of the reports that we did are;

#### **➤ MINUTES OF THE MEETING ON THE PROFITABILITY STUDY OF SODEPA's BUTCHERIES (COMMUNICATION / MARKETING)**

**Date: 05/09/ 2022**

**Hour: 13H 00**

Participants:

- SHWIRI ESHWA CHUMBOW (communication and translation officer)
- DOUA NDOMBE (head of marketing department)

- AMBE GEORGE (research assistant n°1)
- ITCHOUEN LYDIA (community manager)
- MAIMOUNATOU MAROUCHKA (commercial)
- NATAR LUDOVIC SAINT- CLAIR (graphic design intern)
- ABDOULAYE BAH DODO (communication intern)
- KOFANE MAANA ANDREA (communication intern)

### ➤ **Proposed objectives:**

As recommended by the head of marketing, the objectives following the AIDA method and the cognitive, affective and conative.

- To make the products of sodepa butcheries known to at least 20% of the general public through media and non-media means during 2 months ;
- To increase our notoriety to at least 15% of the meat consuming population in Cameroon during 2 months through digital means ;
- Increase the loyalty of 10% of the clientele of MON AMI LE BOUCHER butcher shops by offering quality products at a competitive price for 2 months ;
- To sensitize and reassures at least 25% of the meat consumers on the benefits of a matured meat through a visual of sensitization in our digital platforms and in the butcheries during 2 months;
- To arouse the interest of prospects to buy our products by proposing promotional prices during 2 months ;
- Convince 15% of potential customers in butcher's shops about the quality of our products through non-media advertising for 2 months.

### ➤ **The action plan**

Media communication (internet, TV, posters, radio, written press)

- Design of internal communication materials such as visuals (we will have a visual for teasing, for the opening, for awareness, for promotion

and for tasting. the visuals for the opening and the tasting can be twinned);

- Design of messages ;
- Design and production of a TV and radio spot;
- Go close to the media such as media plus and others, television and radio channels such as (Crtv, Canal 2, Vision 4, the national post, and the written press such as: Cameroun tribune, le soir, Paysan Elite, Cameroun busines today, Afric infos.).

#### Non-media communication

- Find food soldiers who will be branded with the company's colours.
- Stickers on taxis
- Get closer to telephone operators for the distribution of marketing sms.
- Make announcements in Church.
- Get closer to restaurants.
- Sound system in the different points of sale.

INTERN

KOFANE MAANA Andrea Anouchka

Another example of a report we did was for the realisation of the SODEPA magazine as seen below;

**MINUTES OF THE MEETING FOR THE PRODUCTION OF THE FIRST ISSUE OF (SODEPA MAGAZINE) OF THE 03 AUGUST 2022.**

The general management of the LIVESTOCK DEVELOPMENT hosted an important meeting at the consulate hall on Wednesday 3<sup>rd</sup> August 2022 for the production of the first magazine (SODEPA MAGAZINE). Were present at this meeting;

- The communication and translation officer.
- Community manager.
- two trainees from ASMAC in corporate communication

A brief presentation of the minutes of the last meeting was made by the community manager, in order to review the different lines already done so far. Then the communication and translation officer gave the order of the meeting as thus;

- the choice of the magazine's logotype
- the number of articles
- the choice of the name of the journalistic file
- the colour scheme
- images and photos
- writing of articles
- the collection of articles from the technicians
- the position of those responsible for the production of the magazine
- section

### **B. THE CHOICE OF THE MAGAZINE'S LOGO**

After several meetings on the choice of the logo, each participant gave his point of view and analysis. Since there can be only one logo for the magazine, it was decided that this choice should be made by the general manager.

### **C. THE HEADINGS**

Number of pages	Description	Realised by
Front cover	The logotype, theme and images	Head of marketing

		department
Second cover page	Extract from the President of the Republic H.E Paul Biya	M. Kameni
Third and fourth cover pages	Advertising of SODEPA's products and or services	Head of marketing department
Fourth cover pages	In addition to the advertising, the insertion of the Q-R code	M. Ndoh
Front inside page	Extract of the prime minister on half of the page and the MINEPIA minister's extract on the other half	M. Kameni Laurier
Second inside page	The SODEPA's General Manager's editorial	M.Laurier
1	The SODEPA's staff	Mme Estive
8	SODEPA INSIDE (presentation of the enterprise)	SDT
4	DOSSIER (hiring and animal health)	Dr. Nga
4	Actualities(Actus) Partnership accords, opening of butcher shops, trainings etc.	M.Ndoa
8	Governance (partnership accords, opening of butchers shops and training)	M. Kameni
2	Divers (Sports, events, feast, dead, decoration, 50 years of the LIVESTOCK DEVELOPMENT CORPORATION etc.)	Mme Lydia

The deadline for the work expected by all the actor of this production chain is set for Thursday 18 August 2022 at 1pm. to this effect, a team made

up of Mr.Abdoulaye and Miss Kofane Andrea will descend to collect the expected work.

### **Production line**

**Director of publication:** Director General of the LIVESTOCK DEVELOPMENT CORPORATION

- **chief editor:** the communication and translation officer
- **managing editor:** Mrs. Mbe Zoo
- **columnists:** Mr.Asseng, Mr.Laurier,Mr.Perrain,Mr.Abdoulaye and Miss Kofane
- **editorial:** Mr.Laurier,Mr.Ndo and Mrs. Lydia
- **design and printing:** MAMBA

Apart of this two reports mentioned above we still did other reports like, the report on the ceremony that we contributed in the organisation of the handing of the price of excellence to the Director General by the INVESTIGATIVE JOURNALIST COLLECTIVE on the 11<sup>th</sup> of august 2022.a report on the presentation of students that came for internship at the company for six months and were supervised by Dr Ngah. They presented the work they carried out to the director and other staff members who were of the domain.

### **D. WE WROTE SERVICE NOTES AND LETTERS**

We were introduced to service notes as a means of internal communication, which we had already heard in school but not gone to its implementation. So at our internship place notes are written to the director general or to the board of directors. This is to either inform him of something new or give an account of a letter or correspondence that came and he has something to say about it. So to write a good not according to our supervisor and to all the directors and sub directors of the enterprise. You need to first introduce the note to the director, then explain why you are writing the note, give your personal opinion if

necessary and finally ask for the general director's opinion with polite greetings. In the course of our internship, we wrote several services as on different topics such as;

- The choice of the magazine's logo
- The demand for the realisation of communication supports of the new year,
- On the newspaper INVESTIG-INFOS's activities,
- On the validation of the budget for the production of communication supports,
- On the press release of the three last months. Just to name a few.

Apart from the notes we wrote letters to inform the director on the different needs of the officers and also to demand his approval on important things that contribute to the development of the enterprise.

#### **E. WE WROTE A PRESS RELEASE**

For the opening of the new butcher shop at Dragage on September 23<sup>rd</sup>, we informed the general public of its existence and permits them to go and purchase the goods and services that they offer. Press releases are usually used to pass information on a particular thing or event that will happen, is happening and has happened. And to do such you need to be straight to the point. In our press release we had the date, the logo of the enterprise, the heading which said opening of a new butcher shop, the place of the shop, the hour of opening and the day of opening. It was distributed to two press organs and to two radio stations of the locality.

#### **F. WE CREATED A PRESS FILE**

At our arrival to the enterprise they didn't have a press file and were just moving like that with the media. So we proposed to produce a press file that would ease the work and permit one to know with whom she is working with and who are partners or not. So that whenever there is the need of contacting



someone of the media we should just proceed by checking the press file. So it goes as follows:

Name	Function	Type of media	Geographical location	Telephone number
INVESTIG- INFOS	The director of publication	News paper	Yaoundé	
REALITE PLUS	The editorial head	News paper	Yaoundé	
Cameroon Tribune	The director of publication	News paper	Yaoundé	
CRTV	The head of director channel	Tv	Yaoundé	

#### **G. TOOK PICTURES AND LATER PRINTED THEM FOR ARCHIVES AND GOOD MEMORISES.**

During several occasion that were presented to us through the unfolding of our internship to take pictures of the event or occasion that we participated and some that we organised. Such as the ceremony that was organised for the handing of the Excellency price to the Director General, at this occasion we took pictures that were later on treated and posted online and also printed for the collective members that were present. Also at the festival where we took pictures of all the happened at our present. We took those pictures either with our phones or with a professional camera that was rented for the occasion if need raised.

#### **H. ORGANISATION OF THE HANDING OF THE EXCELLENCY PRICE TO THE DIRECTOR.**

As part of the communication service, we organised this ceremony in two days. That is, we had to call upon a meeting to inform all the personnel that on

the 12<sup>th</sup> there would be a ceremony. We proceeded by sending invitations to the journalist that are in partnership with the enterprise. Followed by the setting up of the invitees list, since it was not open to everybody. We also prepared the speech of the Director General and took money from the director of financial affairs to prepare something that everyone will have something to put in the mouth at the end of the ceremony and at the end we wrote a report that was sent to the director general and later to the members of the collective that were present at the ceremony. On the said day, the program of the day was set as thus;

- A welcoming word from Mr Kameni Laurier,
- The presentation of the delegation and the top management,
- The lecture of the collective code by the collective communicator Mr. Sylvain Ntang,
- The handing of the price to the director general of the LIVESTOCK DEVELOPMENT CORPORATION,
- The word from the director general,
- Taking of pictures,
- Word of end from Mr. Kameni Laurier and rejoice.

### **I. PRODUCTION OF COMMUNICATION SUPPORTS**

Working at the marketing and with the community manager helped us to ameliorate our notions on graphic design and produce communication supports. We had to produce some tools for two different occasions that is, for the grilling festival and for the opening of the butcher shop at Dragage. We conceived, realised and produced the following supports;

- Flyers: this tool was used during the GRILLING FESTIVAL where, it was distributed to each customer and visitor of the festival that took place at PALAIS des SPORT. These A5 papers, had as objective to inform the large public on the different services that the LIVESTOCK

DEVELOPMENT CORPORATION offers and the different meats that's can be found at the enterprise. the flyer carried the message on the name (the best meat ever eaten at an affordable price, without any hindrance of conservation and chemical consequences on the consumer. totally bio for everybody), it had the different parts of a cow or beef that someone might desire (skin, liver, ton, intestines etc.) the contact (BP: 1410 Yaoundé /tel: (+237) 222.20.08.10, Email: [infos@sodepa.cm](mailto:infos@sodepa.cm)).

- Poster: here it was mainly created for online purposes and it was to inform the general public of the opening of the new butcher shop at Dragage. It was distributed in the different WhatsApp groups, so that each and every one should post it on their status and share with their different contacts. Also it was posted on the different social media accounts of the enterprise for effective view of any follower. This was to inform and attract each person that consume meats and also for those who prescribe that they should buy meat. Having as dimension 21\*29.7cm, it had as message (votre boucherie modern, in white and dragage in red in bold letters then Deja ouverte). It also had the prices of the meat (2800 viande sans os and 2400 viande avec os), the location (derriere la station Tradex sis Carrefour Regie – Yaoundé) with the enterprise logo and the logo of the butcher shop which carries the name (MON AMIS LE BOUCHER).

#### **J. ENSURED A PERMANENT AND EFFECTIVE ONLINE COMMUNICATION OF THE OPENING OF THE BUTCHER SHOP AND SOME IMPORTANT CEREMONIES.**

We worked on posting content on the different social media accounts such as Twitter, Facebook, Instagram and YouTube. We posted images, texts and short videos, these was to keep the pages active and not dormant. We did a

type of cross media communication, which is the act of integrating, interactive experiences that occurs across multiple media, with multiple authors and have multiple styles. The overarching goal is to provide an overview of cross-media design and development. The audience becomes an active part in a cross-media experience. Do we posted the same thing on the different accounts at the same time, since we posted new content after two days taking note of their different specificities?

#### **K. WORKED ON THE RESTRUCTURATION OF THE LIVESTOCK DEVELOPMENT CORPORATION WEBSITE**

Having discovered that the enterprises websites has some lacks and dis-functioning, a meeting was held to see how we can restructure and ameliorate the website. The people involved in this work were the IT unit and the communication officer plus their interns. During this we made some research on the different websites of other enterprises worldwide to see how they are structured and how we can ameliorate our own.

- Firstly we were to work on a functionality that will permit any person that visits the website to change the language and put the one which he or she is more versed with.
- Then we wrote a note to the director so that we can have the opportunity to go to the different sub structures of the enterprise, in order to take new and good pictures for the website photoetch. Since the pictures that are there are not what is meant for an institutional website. Because they are just the New Year wishes of the Director General and pictures of the members of the enterprise.

## **L. CONCEPTION OF A NEW LEAFLET/BROCHURE FOR THE ENTERPRISE**

For a better and proper visibility we were asked to propose a new brochure for the enterprise, mainly because it was not actually existing and that the thing that was said to be the enterprise's brochure was a newsletter and was not actually updated and was not to the convenience of the top management. We worked on its content, which went as those:

**Page 1:** Logo of the Ministry in charge of the main sector that is MINEPIA on the left, logo of the LIVESTOCK DEVELOPMENT CORPORATION on the right and two mixed images of animals and their pasture.

**Page 2:** The status, the strategic vision, the values and missions of the enterprise.

**Page 3:** The operational structure, the ranches and the station, the agro-pastoral management areas, with two images illustrating it.

**Page 4:** The cattle breeds, modern slaughterhouses and three images that will better inform.

**Page 5:** Mobile slaughterhouses, the butcheries of the slaughterhouses of Yaoundé, Douala and Ngaoundere, meat transport services and seven different images that are more explicit.

**Page 6:** By-products, cold stores, contact and address with five illustrative images.

**The colours:** For this we used the colours that the enterprises uses which are; red, green, blue and black since white is not a colour in graphic design. It is on an A5 paper.

## **M. WRITING OF ARTICLES**

We wrote articles for the newly created magazine is to come out by the end of this year. Even though we are not professional in the agro-pastoral domain we still had some information given to us, so that we could write good articles on the different domains that they asked us to write on. We wrote an article in French on the recent partnership that the enterprise made with CEENEMA and other company. For this article we had as heading (expertise is at the rendezvous) then the sur tittle was (sodepa in partnership with CEENEMA to strengthen the capacities of mechanics and tractor drivers for a good agricultural yield). This articles had as proof readers, our supervisor and the SDT who is Mr. BIKOURO. It was a very fruitful activity made, since we learned things on the agro-pastoral sector and what it is all about.

## **N. RESPONSES TO OFFERS OF SERVICES AND CORRESPONDENCE ADDRESSES TO THE DIRECTOR GENERAL**

This task consisted of replying to offers of services to the town hall, but which involved much more the communication sector. We usually did this by return letter. Our first letter to respond to was a letter submitted to the communications officer for review.

## **O. OTHER ACTIVITIES CARRIED OUT NOT RELATED TO COMMUNICATION SERVICE**

Not only focusing on our main domain of training we carried out activities that are not related to it such as;

### **➤ Mail service**

A real lung for the flow of information and contact with the outside world. Here we worked for a week and we help in the normal functioning of the service which is;

- Receiving and registering of documents like demands, letters, mails, newly visitors etc.
- We transported files from one office to the other,
- We called on people to come and take the different respond to their demands,
- We went out of the enterprise to deposit files that were for external use, that is, partners or media organs.
- We ensured a good transparency of all documents that entered or leaved the enterprise.
- Press distribution.

➤ **Secretariat work**

Here we worked at the director general's secretariat with Madam Mbella and Madam Missam. We did the following;

- Registering and distributing any document that is sent to the director general,
- Typed and printed decisions taken by the director general,
- Photocopied the enterprises bills and all the documents entering and going out , for transparency to prevail,
- Reception of visitors and taking of rendezvous with the director,
- Preparing of presence list after each meeting that takes, place at the conference room with or without the director general.

➤ **Translation activities**

As our supervisor is in charge of the communication and translation of the enterprise, we did the translation of some documents from French to English and from English to French. The documents and texts we translated:

- We translated decisions taken by the Director General from French to English,
- The communication tools that we created from French to English,

- The contents that were posted online from English to French and from French to English ,
- Articles that were written in French were translated into English for the English version of the magazine,
- Some of the speeches that the Director General had to say from French to English.

➤ **Commercial and marketing service**

In this service we did the following

- Creating of marketing strategy
- Sell of product at the different events or butcher shop we worked on
- Keeping of bills and sales money and making accounts at the end of the day,
- Programing of peoples working time for the different grilling festival and for the various butcher shop that are open. the program table goes as thus;

Name	Post	Function	Day	Hour
Maroushka	Commercial	Saving of clients	Monday and Wednesday	8am to 3pm
Eveline	Marketers	Receptionist	Tuesday and Friday	3pm to 12pm
Ludovick	Commercial	Handing of the wallet	Thursday and Saturday	8am to 3pm

Proposing new tactics of getting new partners

Search of new technics of sales in order to gain profit

➤ **Extra activities carried out**

We did services that were out of our expectations such as:



- Purchase of food and drinks for the ceremony of the director and for some important meetings,
- Saving the director and his partners whenever they are there,
- Participate in cleaning office after meetings and ceremony.
- The classification of documents according to their nature (letter, note, decisions, so it transmit, permissions etc.), and year in different files for archives.

## **PARTIAL CONCLUSION**

This part has as aim to give an overview of our internship and the activities that we carried out during our stay for three months at the LIVESTOCK DEVELOPMENT CORPORATION. It was very interesting and frustrating at the same time. Since, we faced some difficulties and sometimes we were not in accordance with the mode of functioning of the enterprise. But nevertheless we spent a good time at the enterprise and also gained some new tips that we were not yet part of us. Next on the following pages we will bring out the observations and suggestions made plus the problems and skills gained during the internship.

## **PART THREE: EVALUATION OF THE INTERNSHIP**

In this part we will present the acquired skills, observations made, difficulties encountered and proposed solutions to we made.it is divided in two chapters one which will have the plus the intern gave to the enterprise, benefit, the acquired skills and the next chapter the difficulties encountered, observation made and the proposed solutions.

# **CHAPTER 5: CONTRIBUTION, ACQUIRED SKILLS AND THE BENEFIT OF THE INTERNSHIP**

## **1. CONTRIBUTION OF THE INTERN TO THE LIVESTOCK DEVELOPMENT CORPORATION**

During our internship, we contributed, participated and assisted professionally and personally in order to improve the culture of the enterprise and some domains of the enterprise.

### **A. BROUGHT IN NEW METHODS OF OPERATING IN THE COMMUNICATION LEVEL BOTH INTERNALLY AND EXTERNALLY.**

For the time passed in the LIVESTOCK DEVELOPMENT CORPORATION we proposed new methods of communicating both internally and externally. Since, before our arrival the communication unit was practically dormant internally and externally was not sufficient to achieve the communication objectives and assist in the realisation of the enterprise's vision. Thus, internally we proposed the organisation of sport outing each first Saturday of the month. This is to permit the reinforcement of relations between the workers and the top management. Even though still on analysis, it has been done so far by our supervisor and the top management. We also proposed a new communication action plan for the opening of new butcher shops that has been approved by the board of directors. We also initiated the effective use of Gmail in order to communicate internally, without hindrance and the effective modernisation of the working conditions. We did an internal audit that was to enable come out with the internal communication problem;

which was the circulation of information. To solve that we proposed some remedies which are still on analysis. For the external part of the communication we propose to the community manager to boost the different accounts in order to have more returns and also came out with a posting content program where we posted after two days and it was effective making it more interesting and lively. Moreover we did our best in re-structuring the communication sector of the enterprise.

### **B. THE USE OF NEW PROTOCOL PRACTICE**

During the different ceremonies and event in which we participated we implemented our notions that was thought during protocol practice in school. Which beautify the presentation of the event or ceremony and gave a good image of the enterprises to the visitors. Especially for those that we receive and lead to the director's office for an audience or a meeting. Everybody was satisfied of the welcoming and the placed they occupied according to the function they occupied.

## **2. BENEFIT OF THE INTERNSHIP TO THE INTERN.**

Our internship was very fruitful and pragmatic. In the essence that we were always making research on new methods of communication , so as to improve the communication sector of the enterprise that welcomed us during this three months. This internship has really helped us both in the professional domain and in the human domain. It also permitted us to create new contacts and developed new aptitude that we were not aware of having them.it permitted us to complement the theory we got in school and the practical part during our stay at the LIVESTOCK DEVELOPMENT CORPORATION. Which we realised that theory and field work are two different things and sometimes not all what is thought theoretical has it way on the field work. The

theory is just to guide on how to do things but actually does not solve the thing in question. Everything that was learned during our internship would be beneficial to us as future communication professionals.

#### **A. ON THE PROFESSIONAL LEVEL**

On a professional side, this internship allowed us to develop new skills that we didn't had yet. For example;

- We learned how to better present and write administrative letters and service notes,
- How to manage time during some events or meetings we attended,
- How to handle relationship with journalist in a concrete way, which needs to be healthy and cordial,
- We also learned to distinguish between the different types of mail that circulate in a public administration. that is, (outgoing mail, incoming mail and internal mail) and the procedures for recording them,
- To that we learned how to archive documents according to their nature,
- In addition we learned during one of our field trip, where we got our first-hand experience of what is local communication ( communication de proximate),
- Then we learned how to work under pressure because sometimes, we had to plan an event in a relatively short time.
- We learned proceeding methods for the validation of a work in an administration,
- We implemented and improved our knowledge and skills in the different communication fields.

#### **B. HUMAN LEVEL**

We also developed qualities on the human level that allow for professional integration. Our internship permitted us to gain some characters

that ease the working conditions, since we were exposed to a professional environment and endured all what usually happens in the enterprise.

- We learned how to work while creating a conducive atmosphere around us,
- We created new contacts that would be useful to us in our future professional carrier,
- We develop empathy, which is the ability to understand the reality of the other person's situation,
- We also learned about confidence, which means being sure of oneself and trusting one's work team
- We have also learned to be humble and to give respect to all people we meet regardless of their social rank,
- We learned to be punctual and respect the hierarchy,
- We acquired new aptitudes like pro-active and dynamisms.

### **3. ACQUIRED SKILLS DURING THE INTERNSHIP**

In the course of our internship we acquired some skills that we didn't noticed before been exposed to them. This skills are:

- Scanning of documents; before this internship we knew how to scan documents through phone with the use of an application. But we didn't know how to scan documents with the scanning machine;
- Taking of pictures and treating them; actually here we had some notions from the school, due to the course titled (photographies publicitaire) but still yet we didn't implement it. so it is due to our internship that we learned how to use a cannon 300 camera in order to take pictures during the ceremonies we took part in and also during our field work. Our supervisor and a professional photographer assisted us each time and

permitted us to take good pictures and perfect our techniques in taking pictures and videos for physical and online use. We also edited those pictures we took with Photoshop;

- The creation and posting of content online.

During our time passed with the community manager, we were thought some notions on how to post, what to post, when to post and on which platform to post them. Since the different platforms have their specific characteristics and functionalities. For instance Instagram accepts and functions well with images, links and short texts. Meanwhile Facebook on its part can accept text, images, and videos. The information should not be too charged and lengthy or else it will not be very attractive, since it has been noticed that now a day's people don't like reading a lot but prefer to look at videos and images. So in order to touch our target we have to associate images and texts then videos and texts, making sure that the video too is not too long and it's interesting. We also learned the dimensions of a banner that will be used online like on Facebook or Instagram the dimensions are (851\*310pixels and 1080\*1080pixels respectively).

- The organisation of professional ceremonies or events.

Due to our participation in the organisation of the ceremony on the handing of the excellences price to the director and the organisations of meeting, audiences with the director and other visitors he may have. We developed skill on the organisation of events.

**CHAPTER SIX:**  
**OBSERVATIONS,**  
**DIFFICULTIES ENCOUNTERED**  
**AND PROPOSED SOLUTIONS.**

**1. OBSERVATIONS MADE**

In the course of our internship we made some observations that are positive and negative. Despite all the efforts made by the Director to restructuring the enterprise there are still some incoherence and insufficiency especially at the communication level.

**A. POSITIVE ASPECT**

At the LIVESTOCK DEVELOPMENT CORPORATION, we made some positive remarks as seen in the following lines:

- The hospitality and hearing given to the interns;
- The presence of youths, who are dynamic and hardworking who are boosting the enterprise;
- The actual consideration of the need for a communication unit and a public relations office;
- The respect of infrastructural facilities;
- The timely execution of instructions;
- The dedication to work and perseverance of the enterprise's employees despite the constraints.

**B. NEGATIVE ASPECT**

As limits we noticed the following;

- The slow nature of the circulation of information in the enterprise;



- The malfunctioning and absence of effective internal and external communication tools like a magazine;
- The clutter created by the paper archives while archiving is essential to store information from various sodepa's operations. When this information are kept physically, they end up taking too much space and create clutter in the offices and many hours of searching to find a specific document. In addition, a fire could cause a huge loss of physical records;
- Equipment failure; there has been several instances of photocopiers, printers not working or not working properly. The insufficiency of working equipment. The enterprise's services do not have the equipment necessary to carry out their tasks and to facilitate them. This is particularly the case of one of the director's secretary who does not have an office nor a table office and chair. Also the fact that the communication service is not well equipped like the absence of the office computers and camera to ease the working condition but without these it becomes tedious to do it;
- Insufficient internal events that could strengthen cohesion among staff like conferences, galas and seminars, among others, are very rarely part of the life of the enterprise. However, these types of events play an important role in the development and understanding of staff in the workplace;
- The absence of a coherent communication service in the enterprise. It's painful to see such an enterprise which has more than 40 years of existence but lacks a well-built communication service with all its members and the people even occupying the place are not receptive to change and they are not even trained professionally in the communication level. Making the sluggishness of the communication in the enterprise and out of the enterprise;

- The absence of an infirmary or a first aid box in case of any illness or even when someone faints or feel weak he or she needs to go back home and this has an influence on the work done.

## **2. DIFFICULTIES ENCOUNTERED**

No matter how good the course of our internship was, we still faced some difficulties. Which discouraged us sometimes but we had to continue further for our own peace of mind and to avoid having issues with anybody.

### **A. PROFESSIONAL LEVEL**

- The first difficulty we faced was due to the absence of professionals of communication at the head of the communication service. As a result many things or way of doing that we proposed were not taken into consideration and sometimes we were told not to bring school things there.
- The insufficient space at the enterprise, rendered work tedious because we didn't had any proper office but we were at the conference hall. Which is used every day for meetings and the majority of our time we spend it moving with work on our hands looking for a place to settle down in order to finish the work we had in hand. And we had to postpone some of urgent meetings because we didn't had any freed place to sit and conduct the meeting.
- The fact that all the project that we worked on weren't realised still we left the internship. Not only the projects but also the proposals that we made that didn't cost much were still to be implemented due to the administrative slowness.

### **B. INFRASTRUCTURAL AND MATERIAL LEVEL**

- The organigram pending implementation of the communication service,

- The absence of communication material rendering work tedious and inefficient,
- The communication tools that exist such as sign board is not properly used and it is not very visible due to its location and its degradation.

### **3. PROPOSED SOLUTIONS OR SUGGESTIONS TO THE OBSERVATIONS AND DIFFICULTIES FACED.**

From the above observations and difficulties faced during the unfolding of our internship, we came out with some remedies, solutions or difficulties that can be seen in the following paragraphs:

- Firstly the investment of finance, time and the constitution of a well-trained, expertise and professionals of the communication domain should be employed in order to better do their work and permit the enterprise to have a performant communication unit well equipped and that will produce more impact than what is done actually.
- Then the communication tools that already exist should be used effectively and be renewed after a period of a year or six month. To better and properly function, especially for the sign board and for the external communication they need to recycle their self and reinforce it.
- Provide the communication unit and other services with the necessary equipment to facilitate the work of the staff. This is to correct the fact that, the institutional pictures that are found on the website and used on the different social media accounts are of poor quality and does not reflects the maturity of the enterprise.

- Organise frequent events to strengthen cohesion between staff and the sense of belonging (inter service competitions, seminars just to name this few).
- The creation of a digital archiving system. Taking into consideration that the technological advances and related advantages in the world of work, digital archiving will facilitate the accumulation of information. With this system, offices will be less overloaded and document retrieval will be faster.
- Implementing a digital biometric system, through a device, which will permit to know who is present at work or not.

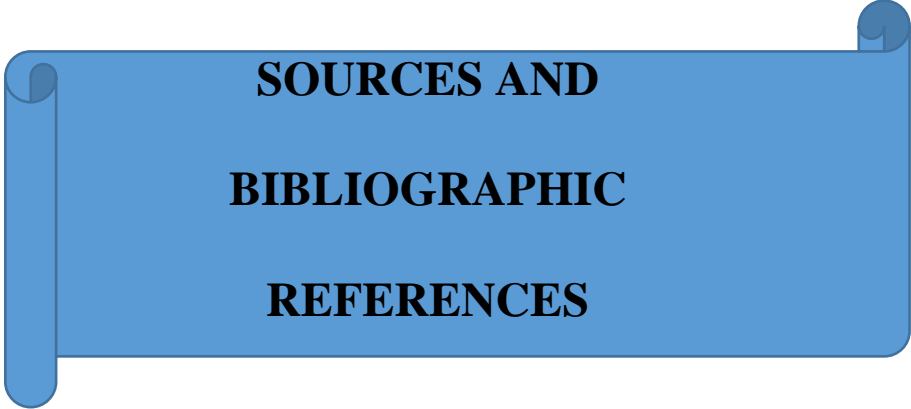
## **PARTIAL CONCLUSION**

Brought to the end of this part, which was based on the evaluation of the unfolding of our internship. We came up with some remedies to the difficulties and observation made during this periods. Hoping to contribute on our way in the amelioration of the communication sector and the general improvement of the enterprise.

\

## **GENERAL CONCLUSION**

After spending three good months at the LIVESTOCK DEVELOPMENT CORPORATION as an intern of ASMAC. Where took part in a participative internship as a student in third year, we developed skills that would be of great help for our professional career. We learned more things concerning institutional communication and came up with some remedies that we hope will permit the amelioration of the enterprise mode of operation, since it is at a re-generation of itself. This internship is not only beneficial to the intern but also to the structure that welcomes the intern. Since both parties gain something even though the intern is the one to gain more from the organisation. Since he or she is there to complete its training by associating theory to practical.



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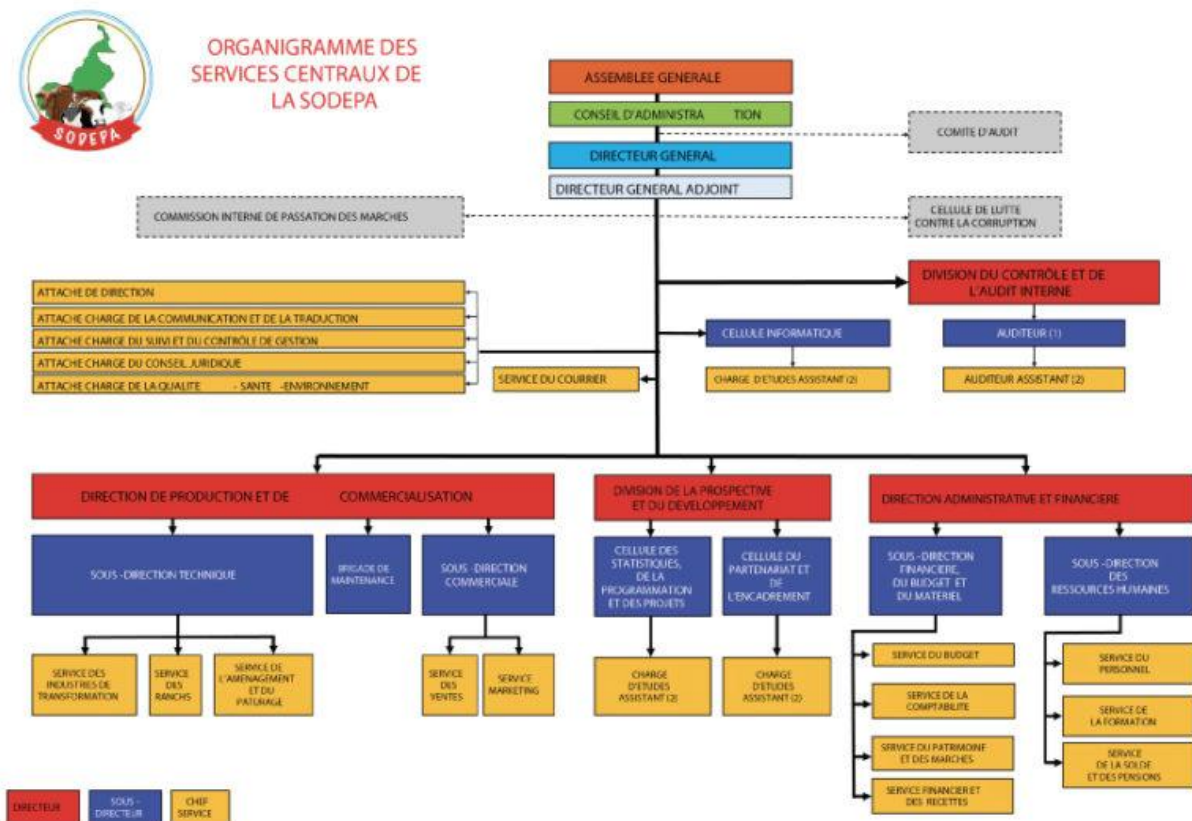
- <https://sodepa.cm/>, visited every day during the production of this report
- <https://deepl.com/>, visited every day during the production of this report



# ANNEX

## LIST OF ANNEX

- organigram
- internship acceptance letter
- articles written
- communication tools produced
- some pictures we took during the internship





**SODEPA**

Société d'Élevage et d'Équipement des Producteurs Agricoles  
Société d'Élevage et d'Équipement des Producteurs Agricoles

N° 79/2022 N° SODEPA/DG/ACT

Yaoundé, le 25 MARS 2022

**NOTE A LA HAUTE ATTENTION DE MONSIEUR LE  
DIRECTEUR GENERAL DE LA SODEPA  
YAOUNDE.**

**Objet :** Demande de réalisation des supports de communication du nouvel an.

Dans l'optique de créer un sentiment d'appartenance du personnel et renforcer la visibilité de la société, nous vous prions de bien vouloir marquer votre accord Monsieur le Directeur Général sur la production des supports de communication tels que des calendriers (muraux et spirales) et agendas (simple et VIP) qui participent à l'atteinte de notre objectif.

Qu'à cela se tienne, nous avons eu à travailler avec des prestataires tels que (Bspirit et Conglomérats Services) l'année dernière, mais pour des raisons financières, le travail n'a pas été réalisé comme souhaité.

À cet effet, il sera bénéfique pour nous de produire ces supports pour la nouvelle année tout en reconduisant notre partenariat avec les prestataires de l'année dernière. Vos hautes instructions nous obligeraient.

Stagiaire

Kofane Andréa

Avis:

DG

*Par d'obédience*  
*26.03.22*



**SOVEPA**  
Livestock Development Corporation

Partenaire du secteur de la production animale



Votre  
**Boucherie Moderne**

# DRAGAGE

*déjà ouverte*

**De la bonne viande bœuf**

**Viande sans os  
2 800 FCFA**

**Viande avec os  
2 400 FCFA**



*Derrière la station Tradex sis Carrefour Régie - Yaoundé*





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