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REPUBLIC OF CAMEROON  
Peace-work- fatherland

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Ministry of Higher Education

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Advanced School of Mass  
Communication

.....  
-ASMAC-



## INTERNSHIP REPORT

**INTERNSHIP CARRIED OUT AT THE NATIONAL  
SOCIAL INSURANCE FUND PRINTING HOUSE**

***FROM 05<sup>th</sup> JULY TO 05<sup>th</sup> OCTOBER 2019***

**Presented in view of obtaining a Bachelor's Degree in Mass Communication**

**Field: Advertising**

**Presented by:**

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**Level: III**

***Under the supervision of Mr. BAYIHA CEDRICK***

**Academic Year: 2018-2019**

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## **WARNING**

The University of Yaoundé II does not intend to give any approval or disapproval to the views contained in this professional achievement. These opinions should be considered as specific and prior to that of the author



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## ABBREVIATIONS

Am = Ante Meridiem

ASMAC = Advanced School of Mass Communication

CEO= Chief Executive Officer

CRTV= Cameroon Radio Television

CS4ME= Civil Society for Malaria Elimination

DG= Director General

FCFA= Fédération des Communautés Francophones et Acadienne NSIF= National Social Insurance Fund

Mme = Madame

MR= Mister/monsieur

Mrs = Missus

Ms= Miss

Pm =Post Meridiem

PS= Photoshop

SOPECAM= Société des Presse et d'Editions du Cameroun



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## **INTRODUCTION**

Training in the Advanced School of Mass communication (ASMAC) is a curriculum offering the acquisition of knowledge and skills in different areas of information and communication, namely: Advertising, Corporate Communication, Journalism, Publishing, and Information Documentation. The professionalism of this formation is seen at the practical work and the nature of teaching received. It is in this light that the students are expected yearly to perform an academic internship in an enterprise working in the field they are studying in order to combine, academic and practical training in companies.

Getting to level 3 of this Formation, Student of the advertising field, are called to carry out a participation internship of three months within an advertising company. The objective of the internship is to bring us to the realities of the professional world and to permit us to participate effectively in activities related to our domain of activities. It is in this view that we effectuated an internship in a printing house NSIF Printery, from 05th July to 05th October 2019, where we contributed in several relevant activities leaded by our supervisor.

At the end of this Internship, we wrote a report of which the different articulations are as follow:

A first part in which we are presenting the Enterprise by bringing out its general identity, its domain of activity and system of communication. Second part concerning the presentation of activities carried out during the internship. And a third part focused on the internship report bringing out difficulties encountered, positive remarks, observations and some suggestions for the enterprise.





## **CHAPTER ONE**

### **PRESENTATION OF THE ENTERPRISE**

#### **NATIONAL SOCIAL INSURANCE FUND PRINTERY**



## CHAPTER 1

### I) PRESENTATION OF THE ENTERPRISE

#### A) HISTORY

The National Social Insurance Fund(NSIF) Printing house was created in the year 1997 by the National Social Insurance Fund itself to serve the purpose of printing all the works of the insurance exclusively. In the year 2018, the general management of the NSIF decided that they will put the printing house on the market and it was due to this effect that in 2019, AFRIQUE TRADE GROUP decided to buy it. From the said date till now the printing house has gone into operation and is now open to the general public while still doing all the works of the NSIF.

#### B) IDENTIFICATION SHEET

This table gives us a brief about what the enterprise is all about

ELEMENTS	DESCRIPTIONS
Name	National Social Insurance Fund Printery
Judiciary status	Private limited company
Domain of activity	Printing and organization of events
Head office	Yaounde behind the main building of the NSIF
General director	Ahmed HAYATOU
Website	<a href="http://www.imprimeriecnps.com">www.imprimeriecnps.com</a>
Logo	
Phone number	
p.o box	P.O box 441- yaounde-cameroun



Date of creation

1997

Table 1: Identification Sheet

**C) MISSION**

They have almost all machines that have to do with printing out anything of choice be it wedding cards, magazines ,books or anything printable with able and professional machine technicians and their mission is to see that all customers are satisfied with their end product.

**D) VISION**

The vision of this enterprise is to be printing enterprise in the country in few years to come.

**E) ENTERPRISE COMPETITORS**

There are many printing houses in Yaounde but not all can be put under competitors of this great enterprise. The few competitors we have will be shown below

- **IMPRIMERIE NATIONALE;**



Imprimerie National Cameroon is located at the ministerial headquarters of Yaounde precisely behind the ministry of culture. This printing house can be termed the leader of all printing houses in Yaounde and why not Cameroon as a whole as it prints everything that concerns all the ministries in Cameroon, it is well equipped and has professional machines engineers.

- **SOPECAM**





- The Society of Press and Edition of Cameroon SOPECAM is another big printing enterprise in Cameroon that was in 1977. It does printing of all types of documents, also does publishing and and publication of all works especially in the fields of artistic, scientific and technical production and lastly it is also a distributor of any medium of all books and publications
- **IMPRIMERIE SAINT-PAUL**



Imprimerie saint-Paul at Mvolye Yaounde Cameroon. It is working in advertising photography services, print media, print and reprographics, specialist printing for books and children's books, comics, magazines, management books and business activities. It serves as one of the major printing press for the Arch diocese of Yaounde.



- SAGICAM



Apart from being a being a web builder and hosting enterprise, IT consultant enterprise, it also does digital printing of all forms, designing logos, print posters, flyers. They also offer finishing touches to all documents for example; folding, stamping, lamination which are always in the glossy or matt form, they take orders as from 1000 copies for simple documents like flyers, leaflets and so on and delivery is always on time.

There are many other competitors in the market of print media that we could have loved to discuss but we can't since the list is almost inexhaustible.

It is also important to note the enterprise doesn't only have competitors in yaounde alone, there are also competitors in other towns especially in douala but we specified only the ones in Yaounde.

#### F) PARTNERS AND CLIENTS

- 1) Patners of the enterprise: For any enterprise to function better and more efficiently, it always has its partners and clients, this is not a different case for the NSIF printry. This enterprise has its partner and because its still new it has just one partner for the moment and the partner of this enterprise is Africa trading group





## 2) Clients



For now CNPS is principal client of the enterprise and the enterprise is the one who does all works concerning it. Since it just opened its doors to the general public they still have all the hopes of having more and more potential clients through their handwork and powerful output. Means to make this clients are principally carrying out a lot of prospection and advertising their work.

## G) SERVICES OFFERED

1) Direct printing: This includes things like

- ✓ jotters,
- ✓ business cards,
- ✓ calendars,
- ✓ catalogues ,
- ✓ business cards,
- ✓ promotional cards,
- ✓ presentation leaflets,
- ✓ annual reports,
- ✓ Newspapers
- ✓ Postal cards
- ✓ DVD covers
- ✓ Exam booklets
- ✓ Daries
- ✓ Articles
- ✓ Stickers of different shapes and sizes
- ✓ Posters (from 13\* 19 laser)
- ✓ Presentation brochures



- ✓ All types of tickets
- ✓ All types of banners
- ✓ and the list is only limited to your imagination

2) **REPRINTING:**

this means if your work is too much for your printer they can take over and do a good job

3) **DIGITAL PRINTING:**

that is they provide best quality in digital printing and also they do large scale digital printing like banners, backdrops, rollups, and educative flyers of high quality

4) **FINISHING TOUCHES:** They always do their best to see that your work is done right and thud makes your document look impeccable.

5) **PRINTING ON LARGER SCALE**(up to 54 PO. Of widths)

- On vinyl they do stickers of all types(glossy, mat, removable, translucent, perforated etc
- They do assembling of coroplast, lexan, foam board and other media rigid of 4mm
- They are also do printing on artistic frameworks

6) **SERVICE OF FINISHING AND BINDING**

- They do assembling of different documents
- Packaging on shrink wrap
- Plasification services on flyers and notice or signboards
- They also do spiral binding and cerlox, agraphing and sewing of different types of documents

Apart from all these specific services concerning printing they also offer the following services

- They archive and manage all your printing documents.
- They offer telecopy services
- They also do video spots and infography
- Plan events
- Lastly they are good in numbering and branding your documents.

## H) STRUCTURE OF THE ENTERPRISE

This enterprise has many departments that ensure the smooth running of the enterprise which are; the marketing and communication department, the production department and this department includes all activities that have to deal with





production including graphic design. All these departments ensure the smooth running of the enterprise in its own way as we will expanciate in the underlying paragraphs

- a- **THE GENERAL DIRECTOR:** He is also like the CEO of the enterprise. He is Mr. Ahmed HAYATOU. He is the one who controls all activities in the enterprise. He represents the enterprise in all occasions in and out of the country. He is the one who signs all official documents that leave the enterprise. He is also the one who signs the final deals before it is sent to the clients. He controls production to make sure that what is produced should be at its best to the satisfaction of the clients. He recruits and dismisses workers who are doing no good for the enterprise and makes sure all workers have no time to idle around even if there isn't work to be done. He makes sure that all workers are comfortable and work under comfortable conditions.
- b- **MARKETING AND COMMUNICATION:** This department is headed by Mr. BAYIHA Cedric. In this department we have four workers that assist him. The main function of this department is to look for clients, deposit the enterprise files in other enterprises(prospection) and follow then up to ensure that the enterprise receives it thus drawing clients to the enterprise. This department is also responsible for the making of every bill that any clients bring. This department also gives consultancy or advice to any client that needs it before they conclude of the final thing the client wants. This department is very important in the running of the enterprise.
- c- **PRODUCTION DEPARTMENT:** This is the backbone of the enterprise and it's headed by Mr. Didier. This department entails everything that has to do with production from conceiving the idea to finally printing the work. This department has the machine technicians and the graphic designer. While the graphic designer conceives and design what the clients wants, the machine technicians print the outcome of the design. This department has good and powerful machines both manual and digital machines that eases their work.
- d- **FINANCIAL DEPARTMENT:** This department is headed by Mr. Roger, who is the accountant. This department has to deal with all the financial situations in the enterprise. The department is the one who signs on bills of clients when they have done half or complete payment. This department is also in charge of giving out salaries to workers. It also gives out money for





important things that concern the enterprise. It is important to note that he doesn't do this without the general director's approval.

- e- **RECEPTION:** Though it is not a department but it is part of the enterprise. It is headed by Mme. NJOYA who is the main receptionist and she is in charge of receiving all visitors that visit the enterprise and channels their worries to the right quarters. She also is the one who registers out- going and incoming files of the enterprise.

Added to this competent staff were interns both professional and academic interns to help with the work load and also learn many things that were thought in theory.

### **I) FUNCTIONING OF THE ENTERPRISE:**

The enterprise follows a specific program that it follows and specific procedures in order to reach the satisfaction of their clients.

Work usually begins at 8am and ends at 6pm and there's always a break time from 12pm to 1pm or 1pm to 2pm depending on the person for week days and Saturday work is being divided in groups and work on Saturday starts as from 9am to 3pm. There are always general meetings at the beginning of the week to draw the plan of action for the week, and this implies each worker to type his or her plan of action for the week and the deposit in the director's office. During the week workers go out for prospection twice a week and a report is always written at the end of the week too to evaluate the work that was done during the week so as to see how the enterprise is progressing.

As concerns clients and their satisfaction the enterprise has its own tools and its machines that make work lighter. The enterprise has its principal papers it uses; papier offset, papier vinyl, papier papier couche brilliant, papier matt, papier Bristol, papier kraft, and papier des creation. These papers will be described below

- **Papier couche**

It is a paper with one or two layers in order to obtain a smooth surface. This surface is treated and thus acquires a certain porosity and therefore better sensitivity to printing. There exist four types of this paper which is will be explained below

- **Matt:** This is the type of paper that is used for art works or prestige, or editions of luxury. Its dullness brings out the brilliance of the colors and their contrast
- **Brillant:** This is the type of paper recommended for documents, adverts, leaflets, catalogs and magazines



- **Satin** :This paper by its softness and silky nature of its surface, and it is very polyvalent use and can be used for any type of document
  
- **Two-tone**: This is a coated paper that is distinguished by two matt sides which are different, a white side and an ivory side which gives a special and refined stamp to documents
  
- **Papier Bristol**: It exist only from 180g and its used particularly for visit cards, announcement cards and files.
- **Papier des creation**: It is a variety of paper with different textures,materials and effects that makes it possible to personalize the items. There are many types that exist namely
  - Vellum papers(papier velins)
  - Laid papers(papier verge)
  - Canvas paper(papier toiles)
  - Metallized paper
  - Translucent paper
  - Papers made with mimic materials, leather and velvet shell
  - Papers that have wet effects
- **Papier offset**: It is specifically for the printing of offset documents. It exists in many qualities. It can be non-coated paper whose surface is starched by a layer of talc or kaolin which gives it a beautiful appearance and particular characteristics of image printing.
- **Papier autocopiant**: It is the most used high-tech paper that is always together with bundled documents such as delivery orders, invoices, receipt booklets. Sometimes this paper can be used for digital printing
- **Papier kraft**: this is the type of paper that can be used for packaging of products and the production of envelopes
- **Papier non couche**: it is a primed paper that is , it is formed between rollers to obtain uniform thickness and a smooth surface whose surface receives neither treatment nor finishing. It is used for the following purposes; it is destined for the use of communication and office automation. It can be offset paper, for photocopy purposes, typewriting, for drawing, bundled and continuous forms, folders and covers and carbonless media.



The above papers mentioned are the main papers used by the enterprise and these papers have weight and the products they produce, and this because some products such visiting cards can't be made with light papers as it can be easily destroyed. In order to understand better, the table below will tell us the type of products that can be produced and the type of paper that can be used to produce it coupled with their various weights.

Product	Weight of papers per m/m2										
	90	100	110	130	150	170	200	225	250	300	350
Poster					x	x	x				
Agenda	X	X								x	x
Brochure					x	x	x	x	x	x	
Calendar								x	x	x	
Visit card							x	x			
Wish card								x	x	x	x
Postal card								x	x	x	
Catalog			x	x		x					
Folder									x	x	X
Flyer				x	x	x	x	x	x		
Invitation						x	x	x	x	x	X
Books			x	x							
Magazines					x	x	X				
Packaging							x	x	x	x	X
Letter papers	X	X	x								
Platelet				x	x	x	x	x			

Table 2: Products & papers used

The papers that weigh 90m/m2 enters in the category of non-coated papers, that is to say that they are natural papers and it doesn't need chemical treatment. They are ideal papers for printing of long text with a relatively light or maybe thick printing. It is usually black and ivory that is always used for the printing of books, documents etc.

The papers that weigh 130g/m2 are papers that are adapted for the reproduction of coloured images of high quality or maybe can be used for the printing of posters. It is resistant and can also have a shiny finishing



The papers that weigh 170g/m<sup>2</sup> fall under the category of the light carton. It gives a good texture and an excellent review of colors. It is ideal for the printing of catalogs, presentation, certificates and placards. It is available in the coated version or recycled version. It can have a shiny, or hard finishing depending on the type of paper used.

The paper that has the weight of 350g/m<sup>2</sup> are semi-inelastic cartons in nature and are recommended for the printing of items such as visit cards, hard folders, postal cards, and cartons of invitations. It has strong resistance and its very durable

The papers with the weight of 380g/m<sup>2</sup> are cartons that can be used for packaging ,covers of books, hard covers, and price tags. The material is characterized with an excellent resistance to accident and deformation.

All these papers used by the enterprise are always have their price according to their weight and these papers and prices coupled with their prices will be shown in the table below

<b>Type of paper</b>	<b>Grams</b>	<b>Quantity</b>	<b>Dimension</b>	<b>Prix</b>
Autocopiant	250	500 sheets	65* 92	25000frs
Couche brilliant	170	250 sheets	65* 92	22000frs
Offset	60	500 sheets	65* 92	17000frs
Couche 2 face	250	125 sheets	65* 92	19000frs
Bristol	240	100 sheets	65* 92	17000frs
Satine	50	500 sheets	65* 92	10000frs

*Table 3: Paper prizes*



Apart from these papers, there are also machines that they have too that we will explain them below

**i) Kors :**



A kors is an offset machine that print in color, it can only print one colour at a time used and it has the format if an A2 paper

**ii) massicot**



This is a cutting machine. It can cut all types of paper in any shape of your choice no matter the weight or volume of the paper

**iii) piqueuse**





This is a machine that is used to staple books. It has big and strong pins that staple books faster and more efficiently

**iv) couseuse:**





This is a machine that is used to sew books. It has tread connected to it and it also being paddled when sewing of books is going on. very easy to use and efficient too

**v) Platine**



This is a numbering machine and it is used to put numbers on all receipt booklets that and bills that we produce

**vi) Laveuse**



This is a machine that is used in washing all the rollers of the other printing machines like the kors, sork and so on

**vii) Sork**



This is a machine that puts two colours at the same time meaning if your work has two colours it prints it at the same time

**viii) GTO46**





This is an A3 printing machine too that prints black and white and can also print one colour at a time and it so efficient when used by a good professional

1

ix) Insoleuse:



This is a machine that is used in gluing books

x) Traceuse

It's used in measuring paper which will make it easy for cutting or any other function

## **B) INTERNAL AND EXTERNAL COOMUNICATION MEANS OF THE ENTERPRISE**

### **i) Internal**

Since the enterprise also does communication there are means in which the enterprise communicates both internal and external but we will look at the internal part of it first

For work and communication to go smoothly without any distractions like moving from one office to another to call someone to do one thing or the other to you, the company has put in a network that connects to all offices. That is, there is a general phone that connects all offices and this has really made communication easier within the enterprise.

Also there are always meeting held at the beginning and end of the week to discuss about activities throughout the week and also special meetings are also held to discuss on ways to improve and make the enterprise better, not only this reason but



meetings are also held to discuss the account sheet of the enterprise to evaluate whether the enterprise is moving backward or forward.

Another way that the enterprise communicates internally is by social media networks like whatsapp. And this is mostly done when any member of the enterprise has to approve of something.

## **B EXTERNAL MEANS**

The enterprise also uses external means of communication to reach their particular target, these means include

The enterprise uses prospection. This means that the enterprise visits other enterprises, attend conferences, promotional events and bazars in order to present their services to other enterprises. They often do this by presenting prospects with a file that contains all services of the enterprise and contacts in case they services in the nearest future.

Another way in which the enterprise communicates externally is through mouth to ear communication and this is mostly done by the head of the marketing and communication department or any worker in that department. They usually communicate not only about services of the enterprise but also help them to clarify their worries if there's any and also help to give advice about any product they want us to do for them like the paper which will be good and why, the best finishing of their product and how they are going to pay if they finally agreed on our terms.

The last way the enterprise communicates externally is through the media. By media here we mean television posters, and internet, the enterprise has its billboards and passes its advert at the headline page of CRTV and also the enterprise has a website that anybody can visit and find out more information about it there. These are very effective means of communication that can easily touch the heart target.



## CHAPTER TWO

### **INTERNSHIP PROGRESS**



## **CHAPTER TWO**

### **INTERNSHIP PROGRESS**

The first part of this work was based on the general presentation of the enterprise. The interest of the second part will consist of presenting our passage at NSIF Printery, from the first day to the various activities carried during the internship and the end results obtained during the internship

#### **A ) FIRST DAY**

We started our internship at NSIF Printery on the 05<sup>th</sup> of July 2019 for a period of three months which ended on the 05<sup>th</sup> October 2019. We were received by the receptionist Mrs NJOYA Samira who told us to sit and wait for Mr.BAHIYA CEDRIC who is in charge of interns and also the head of the communication and marketing department of the enterprise. He welcomed us with a small interview just to know how far we could go during the enterprise. After the interview, we were being introduced to every member and worker of the enterprise and the various offices of the different departments; that is, the accountant's office, the marketing and communication office, the general manager's office the production office and the printing house, and while doing that, we were being showed the various machines used in the production house and their functions. At the end of the day, we were given a file that contains all we had to know about the enterprise and its services offered. We were to master it because it had to be of help to us during the internship. This day marked the beginning of our implementation in the different activities of the enterprise.

#### **B- ACTIVITIES PERFORMED**

During the internship at the NSIF PRINTERY, we were given the opportunity to participate in the different activities either linked to advertising or not which contributed in building the progress of the enterprise and our personal knowledge. To get an overview of all tasks performed during the internship ,we will present in



this section activities carried out which are linked to our field of studies which is advertising and others which are not

- ❖ **ACTIVITIES PERFORMED LINKED TO COMMUNICATION AND OUT- DOOR COMMUNICATION STRATEGIES**
- ❖ **GENERAL PROSPECTION OF THE ENTERPRISE**

**Description and objective**

Prospection refers broadly to the generation and evaluation of mental representations of possible features. It is also considered as the action of prospecting an exploratory search, survey and so on. The objective of this activity was to inform the general public that the doors of the NSIF printery have been open to all not only for the NSIF only as it had always been and also that the printery has a marketing and communication department for consultation and solving and developing communication and marketing strategies for various enterprises.

**Order :** this activity was confined to us by Miss Murielle NDIP, Miss Audrey KAMGANG and Miss Violène BESSALA of the marketing and communication department. We were to use which ever means possible to search the location of various enterprises, ministries and organizations both national and international that could need our services in the nearest future, their contacts and their directors or representatives.

**Methodology:** We did this in two ways. That is we did the depositing of our files in the respective enterprises, ministries and organizations and taking their contacts at the end. The second method was that we attended events like 8<sup>th</sup> edition of LA VITRINE DU CAMEROUN organized by the group Sago and many conferences in which we had talks with members of the various enterprises present and we gave out our files and contacts. In order achieve our prospection aim, we used the internet to do proper research and numerous magazines that were available that could have enough information about enterprises and organizations in Cameroon with their locations and contacts for example the book “YAOUNDE ZOOM 2016-2018”. When we had looked for the various locations and contacts, we were to register the names and locations in the desktop using Microsoft excel, after which we wrote a letter of demand for our services and attached to it. When visiting



the various prospects to deposit we always took the photocopy of the letter of demand to show as proof that we actually went there. We went out for prospection twice or thrice a week and at the end of the week a report was typed and presented to the General Manager. Also after depositing, we usually did a follow up of our documents in the various places where we deposited and this was done two weeks to one month later after we had deposited.

**Work done:** After numerous research, we were able to deposit our files in so many enterprises, ministries and organizations and thus a positive step because we succeeded to convince many to use our services and in the later weeks we had many clients who called us and demanded for our services.

**Difficulties encountered:** In as much as we had huge success concerning this task we also encountered a lot of difficulties in the process

- Some enterprises didn't receive us well, that is, they were rude towards us which made us leave even without depositing our files
- Some enterprises had difficult locations to find which made work very difficult for us during this process.

#### ❖ **ACTIVITIES PERFORMED LINKED TO ADVERTISING**

#### ❖ **REALISATION OF AN ADVOCACY FILM for the organization CS4ME (Civil Society for the Elimination of Malaria)**

**Objective and description:** Advocacy advertising is the use of marketing to support a particular message or cause. Unlike commercial advertising, advocacy advertising is considered to be undertaken in the interest of a group or the public and typically doesn't promote a good or a service. Funding for advocacy can be done through non-profitable organizations by corporations or private advocacy groups. An organization may run paid advertisements on television in order to raise money through donations, and state that donations will be used to pay for drugs and treatments of a particular illness or anything. The objective of this film is step up the game in the elimination of malaria in the world at large.

**Order :** This task was given to us by Mr. BAHYIHA the head of the marketing department. The task was to realize an advocacy film for the organization CS4ME.



**Those who took part:** In order to realize this huge task we worked together with Mr. BAHYIHA, and Mr. Alex Didier TADEMPOU who is in charge of the production department.

**Methodology:** In the realization of this project, we went for the shooting session with the technical team of Mr. BAHYIHA. We went together with our scripts and since the organization had a conference on the very day we had to wait for them to finish. The script was both in English and French but the English version was already shot in Malaysia so it was remaining the French version to shoot. We did the shooting at the premises of Easy Offices where the conference was also held. After the shooting we collected the videos in a hard drive and took them to the offices. The videos were mixed up so we selected the videos that were in English and those that were in French. We had to read the story board of the film again so as to guide the producer on what to do. When we had selected the videos we put them in a folder. For the production process we used the application Adobe Premiere Pro CC 2015 editing software. We started by exporting the videos from the desktop to the application board. Then in accordance with the script we edited the videos which we thought were the best out of many. After editing the videos, we edited the voice over (voice in) that were recorded too so that they could correspond with what the actors were saying since the voice overs were calmer and better than the voices used in the video (voice out). When all that was said and done, we started looking for alternative background songs that could fit our film perfectly and when that was done, when that was done we went straight to the animation of the film, we used the “Essential Graphics” of the software Adobe Premiere Pro 2015. At this stage we did the animation of text at the beginning, during and at the end of the video; that is, “intro” and the “outro”. Intro meaning animation of text before the video begins and Outro meaning animation of text when video ends. During the video we animated and highlighted the most important and keywords each participant said. We did the film in such a way that we blended what was being said with images and texts that corresponded to the voices of the participants.

**Work done:**



At the end of the whole process, we successfully came up with an advocacy film of two minutes forty-seven seconds titled “La naissance d’un nouveau mouvement” meaning the birth of a new move for curb malaria in the world.

**Difficulties encountered:**

Amidst our great success during producing this film there were little challenging things that came up

- Looking for a background music was a little bit tough on our part and when we did find one and used, the organization didn’t approve of it thus we had to look for another
- The blending of voices to fit what the participant was saying was a little bit challenging for us too.

❖ **ACTIVITIES LINKED TO MARKETING**

❖ **MAKING OF INVOICES FOR CLIENTS**

**Objectives and description:** Proforma invoice is a document containing the prices, characteristics and quantities of a product demanded by a client. The main objective of this document is to bring to the client the exact price per quantity that he has to pay.

**Order:** We were to make invoices for all clients

**Methodology :** After we spoke with clients on their demands of what they wanted, we wrote down details of their demand and then went to the computer to make their invoice. When making the invoice we were told the procedure and everything that has to be in the invoice according to the demand of the clients. There were the characteristics of the product ,which is made up how the outer,inner and the finishing of the product will look like.for the characteristics we have the the type of paper used,the weight of the paper,the colors that will be used to produce and finally how the product will like to be finished;that is Weather the clients wants it stapled ,glued or sewn. Also in the invoice we the quantity per unit and then the total amount to be paid and value added tax if it was a company. When all these was done we took it to our supervisor to inspect then we sent it to the client to see if he agreed to the prices. If he agreed we then made his actual bill and sent it to the accountant.

**Work done:** after following these process we were able to make invoices without difficulties both for enterprises and personal people.





**Difficulty encountered:** As concerns this work we never had a major difficulty since we had calculators and also already mastered the weight n types of papers we used in the enterprise.

### ❖ MAKING BILLS FOR CLIENTS

**Description and objectives:** Bills are printed or written statements of money owed for goods and services. We typed and printed them when the client was OK with the invoice sent to him and was ready to work with us. The objective of doing this was to keep a prove that the customer will pay all the money he had agreed on with us.

**Order:** This task was given to us by the General Manager, Mr.AhmedHayatou and Mr. BAYIHA head of marketing and communication department.

**Those who took part in the work:**We did the work and we're assisted by all the workers of the marketing and communication sector.

**Methodology:** After we did the invoice and sent to the client and he accepted the terms of it, we then went ahead to make his actual bill that he was to pay. If it was an enterprise, we went ahead to add 19.5% to this total net pay but if it was an individual nothing was added to his bill. We printed the bills and handed them over to the accountant when the customer had began or paid all the money in his bill. Adding to the bill we also put how long the bill was going to be valid and also the duration before delivery. This was to make sure that anything that was not ok on the bill ,the client could complain within a specific time limit as typed on bill.

**Work done:** After all calculations and necessary terms agreed by the client and the enterprise, we typed and printed out the various bills of most of the clients that placed orders in our enterprise.

**Difficulties encountered:** As concerns this part of the work we didn't encounter any major difficulties since we had a standard format for making bills and also had calculators to ease our calculations.

### ❖ OTHER ACTIVITIES

#### 1- MADE RECEIPT BOOKLETS FOR THE NATIONAL SOCIAL INSURANCE FUND(NSIF)



### and EASY OFFICES

**Description and objectives:** A receipt is paper given to a payer to evidence payment of an invoice. It generally includes the payer's name, amount, date, and purpose and should be retained by anyone who pays in cash to prove payment. When it has many pages it becomes a receipt book. The objective of this is to show prove that the client has made payments to the company.

**Order:** This task was given to us by the General Manager of our enterprise. We were to make 10000 receipt books but then the order was reduced to 2000.

**Those who took part:** To accomplish this task we assisted by those who worked with the print media and the machinists..

**Methodology:** This task was a process of many steps. After the receipts were being printed out, numbered and cut out by the machinists, we were to classify them in accordance with their numbers. Each ticket had four different papers with the same numbers, and each booklet was to have 50 pages. So what we did was to compile the receipts in 50s that is receipt number one to fifty, fifty to one hundred, and so on. We had to be very vigilant and any error that occurred in the course of compiling the receipts, we folded the page and continued and the problems were later solved by the machinists. After we finished compiling the receipts, we had to make the cover pages and the cover page had the name of the enterprise NSIF on it and was made of hard paper (couché brilliant). After we did the cover page, the finishing process was for us to put Scotch at the end part of the receipt book so as to make it firm. After doing all of this, we had to now number the books and group them accordingly. At the tail end of it all we had to parcel them neatly so they could be ready for delivery.

**Work done:** After all the long process we successfully made the 2000 receipt books for the NSIF.

**Difficulties encountered:** there were some difficulties we encountered trying to accomplish this task.

- Some receipt numbers repeated themselves very often and this led to so much confusion while we were compiling the receipt.



- Some receipt numbers had to be numbered using the hand numbering machine which also slowed down the process of making the booklets. But all these draw backs didn't stop us from accomplishing our goal.

## **2- MADE VISIT CARDS FOR INDIVIDUALS AND ENTERPRISES(Mr. AHMADOU of SIC , NYEMBE JACQUES Jourdain of FEICOM NSIF printery workers and Easy Offices workers)**

**Description and objectives:**Business cards or calling cards are small cards used for social purposes. These small cards about the size of a business card usually feature the name of the owner and his address and sometimes the company in which the person the person works in. they can be exchanged in person for different social reasons. The objective of this card task was to make people to know about people.

**Order:** This task was often given to us by the General Manager and sometimes clients of the workers in the marketing and communication department.

**Those who took part :**We carried out this task with the assistance of the head of the production department Mr. Didier and the graphic designer Mr. MANI Pierre.

**Methodology:** To accomplish this task most of the time we had to research on the internet on better ideas that we could use to design the cards to suit the client's satisfaction. In addition we searched good images of what we could use in the card. Like image of that could represent a telephone, an email or the logo of the enterprise. Secondly when we downloaded the images we typed all the information on Microsoft word. The software we often used was adobe Photoshop (PS) 2015. We always started by opening a file and editing it to print media then edited the format to A5 and lastly edited the length and width of the page then saved it it as a new file. When we opened the soft we copied and pasted all the information in it then tried now redesign it. We often changed the police and character. Then inserted the logo for the enterprise and sometimes the Cameroon flag. Most often we made three propositions and sent to the clients for him to choose the best alternative. When he had chosen the best for him, we then printed, parceled and delivered to him when had already done part of all bills.



**Work done:** After all procedures and editing we were able to produce eye catching visit and calling cards for all our clients who were always happy with our work done.

**Difficulties encountered:** In this aspect we didn't really face a lot of difficulties because we at least had a small knowledge of Photoshop and we had a good graphic designer to assist us to produce good results

### 3- MADE FUNERAL PROGRAM BOOKLETS(family of EFFEBA OYONO CHARLES, Mme. FOUMANE Née Avoulou,Mr. André BELOMBE and PA'A CHIN EMMANUEL)

**Description :**These are booklets that contain information of a deceased person. It often consist of mainly the biography of the person, the family, the program itself from the removal of corpse to the burial. Some people choose to the service or mass program and eulogies coupled with pictures of the deceased person and some of his family members. We did all the types of booklets for funeral programs.

**Order:** This task was mostly given to us by the General Manager of the enterprise and at times any worker of the enterprise

**Those who took part:** Also here, we were assisted by the graphic designer and the head of production department. They helped us to produce good results and sometimes the General Manager also came to assistance to ensure that the work was well done.

**Methodology:** This task always began with us typing all information to be written inside the program on Microsoft word and saving it in a folder. Then using adobe Photoshop software we went ahead to edit the front page of the program sometimes the clients gave us what they wanted and how they wanted it to be and we just had to just follow from him. But sometimes we were the people who brought the ideas on how it could look like. The picture of the deceased was always given to us by the clients so we just needed to add extra information on the front page like the date he was born and the date he died , the date of burial, a verse of the bible and the place of the occasion. When we edited all that we went directly to the interior where we pasted the information we typed on Microsoft word and then proceeded



to the editing according to how the client's wants and inserting pictures if they were pictures to be put the last part often contained the picture of the deceased too and the map to the location of the funeral. After all editing was done it was printed. After printing, we assembled the pages to the cover pages and most often it was being stapled or clipped. The covers were always plasified in order for it to look neat and presentable.

**Work done:** After all processes we were able to come out with neat and good looking funeral programs that left our clients with no choice than to place more orders to our enterprise

**Difficulties encountered:** As concerns this activity we had no major difficulties.

#### **4- MADE BANNERS AND ROLL UP BANNERS FOR CLIENTS(NSIF)**

**Description:** A banner is along strip of cloth bearing a slogan, design, or any other message carried in a demonstration or hung in a public place. It can also be defined as a bar-shaped piece of non-cloth advertising material sporting a name, slogan or other marketing messages. A roll-up, banner are an important resource for any exhibitor looking to stand out at an exhibition or tradeshow. We did many banners and roll up banners for many of our clients especially for NSIF.

**Order:** This activity was always given to us by the General Manager.

**Those who took part:** In order to accomplish this task, we were assisted by the graphic designer and the head of production department. They helped us to produce good results and sometimes the General Manager also came to assistance to ensure that the work was well done.

**Methodology:** Most of the time the banners and roll up banners were already designed by the enterprises and we were left with the option of just printing it out but not all came in that way. When we were to be in charge of conceiving the idea, we did a lot of research online and downloaded many images and texts then we designed it using Adobe Photoshop. Even when the clients had their own idea already, we helped to adjust certain things so it could look for eye catching to the public. After editing we printed it out using the digital printer. The printing had to depend whether the banner or roll up was to be mono (one colour) or quadricome



(four colours). The four main colors we always red, blue, yellow and black. After printing the banners we rolled the edges with a stick that could support both edges of the banner when being mounted.

**Work done:** We did a little adjusting of the banners when they were brought before printing and rulling them for delivery

**Difficulties encountered:** As concerns this activity there were no major difficulties concerning this task as a whole

### **5- MADE BLOCK NOTES(jotters) for clients (CENTRE AGRICULTURE, Major National Dialogue)**

**Description:** A Jotter is a small pad or notebook used for notes or jottings. Clients always brought commands for jotters and one of our big deals was making jotters that were to be used the Major National Dialogue.

**Order:** This task was given to us by the General Manager himself

**People who took part:** almost everyone in the office took part in this exercise to make this project a success.

**Methodology:** this work was most part done by the mechanists who printed out the inner pages but that was done the graphic designer designed the logo of the enterprise and it was being edited and placed as a background for the inner pages. The logo was either brought from the enterprise or we downloaded from the internet. After we had the logo we edited it using the software Photoshop to bring out a good cover page of the jotter. The cover page always was always made of hard glittery paper.(papier couché brillant) while the inner pages were always with the normal offset papers

**Work done:** After all the procedures we were able to come out with quality jotters that enterprises could use for their meetings, conferences or any other occasion or personal use.

**Difficulties encountered:** During the process of achieving this task we had no major difficulty.



## 6- MADE FLYERS AND INVITATION CARDS FOR CLIENTS (JAZZ FESTIVAL, Festival du Cinema d'Animation).

**Description:** An invitation card is card that requests for a person's attendance in an event. A flyer is a handbill advertising an event or product. Many enterprises use flyers as a means of out-door communication and thus its very essential to every enterprise to produce it

**Order:** this task was given to us and supervised by the head of production department.

**Those who took part:** we did this task assisted by the head of production department himself and was also assisted by the graphic designer of the enterprise.

**Methodology:** Most of the time we used Adobe illustrator to edit our flyers and invitation cards. Here we conceived most of the ideas on how the cards or flyers will look like. We downloaded images or took images that the enterprise brought for us to use which actually eased our work load. When we finished the editing we sent them to the client to approve of it before we printed. We always had two or three different designs sent for the enterprise to choose and send us feedback before we proceeded to the printing and packaging of the flyers to be delivered.

**Work done:** We were able to edit, print and deliver over 500 -1000 flyers or invitation cards to our clients

**Difficulties faced:** no major difficulty was faced in the process of accomplishing this task.

## 7- WORKED AT THE RECEPTION

**Description:** The reception of any enterprise or organization is a space of the office that is used to welcome all visitors that enter the enterprise. They are often provided with a sit until they are met by the person or people they came to see.

**Order:** This task was given to us by our supervisor Mr. BAYIHA.

**Those who took part:** We carried out this task with the assistance of the main receptionist Mme. NJOYA and another intern Miss KULTCHOUMI.





**Methodology:** We usually sat at the reception to receive all guest and visitors and also called the attention of who they came to see. We didn't just do only that. We also filled in incoming and outgoing files in the enterprise register, registered it in the machine, typed list of locations and contacts using Microsoft excel, typed any information concerning the enterprise and made sure that very one who came to our enterprise was super comfortable.

**Work done:** filled the company register, typed all documents concerning the enterprise and made sure that anyone who came to the enterprise was comfortable. This is what we did when we were called to sit at the reception for a certain period of time during our internship process.

**Difficulties encountered:** the most difficulty we experienced during this task Was the problem of language since we weren't too familiar with the French language and many people who came to the enterprise were French speaking but nevertheless we tried our best to communicate with them.





## CHAPTER THREE

### **OVERALL APPRAISAL OF INTERNSHIP**



## APPRAISAL OF INTERNSHIP

Rendering at the end of our internship it is important to make a report on the three months of activities in the enterprise, in order to know if the objectives we set for ourselves have been achieved. After introducing our host enterprise and the activities carried out, this part will consist first, to make a note on the lessons learned during the internship, the shortcomings observed, and finally our suggestions.

### A- Contributions to the enterprise

- **At the academic level:**

The three months spent at NSIF Printery have been an opportunity for us to deepen our knowledge of information and communication sciences, and especially Advertising. This internship was an opportunity for us to put into practice the rich lessons received at the advertising department of ASMAC.

Studying in school was only the theoretical part of our work but working at the NSIF printer made us to contribute the all we had studied at school for three years and this was evident when we had to handle the advocacy film of CS4ME we brought out our knowledge on professional realization from pre to post production that eased the work of the production manager.

- **At a personal level:**

Apart from the academic assistance we rendered to the enterprise we also rendered some personal advices that could help the enterprise in one way or the other. This is to say that whenever production or printing was going on we gave some ideas too on what could be done to make the outcome satisfactory and most of time booklets or magazines that were to be done in the English language posed the graphic designer problems which he therefore came to us and asked what had to be done or asked us for assistance to translate one or two things he didn't understand which was a great assistance to him. All these little assistance, were not learnt in school.

### B- WHAT I LEARNT FROM MY INTERNSHIP

- **At the academic level:**



When in school we were mostly thought in theory and the school giving us internship was a great opportunity for us to master and put in practice all that we had learnt. Doing my internship at the NSIF Printery made me master some theories I learnt at school. We were able to master theoretical notions even those we knew little of such as; pre-production, production and post-production techniques of audio and video clips and also a mastery in the Photoshop software usage , and also communication and marketing strategies used by the company.

- **At the professional level**

On a professional level my days at the NSIF printery was not a waste as we learnt different aspects of professionalism as far as our field of advertising is concerned and also the field of marketing and communication.

As advertisers, we learnt how to do professional video clips and video spots for companies whether through normal video shoots or through animation. We also learnt how to do shooting for a professional video and also the diffusion of it. The production manager on this part made sure that we got special attention and also thought us the essentials we needed to know when putting up or mounting a professional video spot.

Concerning marketing we saw how the rule of Value added Task is being applied to bills especially how it is being calculated to obtain an amount which the client will have to pay. This helped us to a lot as we improved our knowledge on different taxes that are paid on goods.

Also learnt and improved our knowledge and skills of Photoshop and adobe illustrator as those were the soft wares we always used in our production process. This helped us a lot as we were now able to use tools that we had not used before and improved more on our creativity levels.

Furthermore I learnt the types of papers used for the production of the different supports that we made be it magazines flyers, invitation cards, booklets, receipts, and ,many others, with the weight of those papers and also the machines that were used for printing, numbering ,printing in color, and also cutting of paper

We also learnt how to approach our clients whether they came for a visit or we went to their enterprise for prospection in a more professional way. Thus making



us look more professional and thereby giving them a positive image about us which made them want to demand for our services.

- **At a personal level**

On a personal note during this internship I learnt many things which I will explain below;

Firstly , we came out from this enterprise learning how to interact with people we met for the first time. This happened when we were being placed at the reception for a period of time.

Secondly we learnt how to respect the workers of the company and by so doing we saw every worker as someone who could help us or assists us in one way or the other thereby building a good working relationship with everyone in the enterprise.

Thirdly we learnt to be time conscious and disciplined as the General who set an example for us to follow and this helped us a long way to know working hours are meant for work and nothing else and this helped us very much to improve on ourselves. Also we had it in mind to always be early to work and always be focused and more concentrated on work and nothing else

## **CRITICAL VIEW OF THE ENVIROMENT OF INTERNSHIP AND SUGGESTIONS .**

Three months of internship are certainly not enough to pretend to evaluate with relevance the professional environment that welcomed us during this time. We allow ourselves, nevertheless, to humbly stop on some positive points of this environment, and on some aspects still requiring improvements;

### **1- Positive Observation**

The following aspects have captured our attention in the agency;

Our integration and our involvement in all segments of the agency's activities



- The spirit of team work which is a gold tool. This had the advantage of breaking down many barriers between the different actors of the agency and strengthening our confidence
- The relational spontaneity manifested by the culture of the familiarity.
- The aspect of the General Manager always being there to encourage us and sometimes joined us in working was a very good aspect and this made us to love what we were doing always.
- The self-sacrifice of workers just to satisfy clients made us to see how committed there were to their job and this was also a positive aspect about the enterprise.
- The presence of a phone that was connected to all offices to ease communication was another good observation that we noticed about the enterprise.
- lastly the presence of a time detector, that everyone's fingerprint was registered in so as to determine the time you came in and the time you closed from work. This was a great tool to help us and the workers to always be time conscious and disciplined.

### **Negative observation**

Our stay at the creative digital agency has not been a long calm river. We have been faced with difficulties, observed shortcomings that it seems important to emphasize for a better functioning

- Most of the time workers were not time conscious and they always came one hour late than the the official beginning time.
- The aspect of no general network or WIFI network in the enterprise caused a lot of draw backs as there was only one phone for the office to use and many a time two people will want to use the phone urgently but the other has to wait . this wasn't really a good thing that was happening in the enterprise.
- The absence of good drinking water for workers or visitors that visited our enterprise. We were always forced to go out before buying water when it was necessary.



- Most of the time some workers ate in the office which was later prohibited by the General manager.

## **SUGGESTIONS**

- Connect a good internet network to the enterprise to ease the work load since we now live in a digital society.
- Get a company that deals with water to provide the enterprise with good drinking water to serve both visitors and workers of the company as well.
- Strengthen the production team by increase the number of machinists so as to ease work for the few that are there.



## CONCLUSION

The objective of our internship was to do a three-month internship in a communication / advertising / marketing agency. Specifically, we are talking about getting involved in the business and to produce a report as a prelude to the public defense test as provided by the internship charter of ASMAC. Our internship at the NSIF Printery allowed us to establish the link between the theoretical courses received at the school and the practice of the profession in the field. Thus, we were able to carry out work by applying the theoretical and practical knowledge acquired while considering the realities of the field. These twelve weeks spent at the NSIF Printery cannot be summed up in a few words it's more than that. It was a huge privilege for us to live these three months with a young and dynamic team that allowed us to come out with skills to be worth it. The acquisition of various practical skills allowed us to understand the realities on the field, to truly exercise and to leave the beneficiaries, despite the difficulties encountered.

After presenting the host enterprise and the activities carried out, a critical look at our internship environment and observations were made. The internship was very rewarding and interesting for us because we were able to carry out activities not only in the field of advertising, but also in other fields.

We received a lot during our three years of training in ASMAC in view of the evaluation of our contribution at the end of our stay at the NSIF Printery. We hope that the expectations of our host enterprise have been met, because as far as we are concerned, we are satisfied with them. We feel ready to embark and integrate into the professional world of Communication in general and advertising in particular.



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- [www.Freepik.com](http://www.Freepik.com), consulted on the 20th/10/2019
- [www.fr.wikipedia.org](http://www.fr.wikipedia.org) consulted on the 30<sup>th</sup>/10/2019





## ANNEX LIST

Type of document	Content
Professional realization	Shooting and mounting of advocacy campaign
Creations	<p>Magazines ,</p> <ul style="list-style-type: none"> <li>• TATENE Info</li> <li>• HOMMAGE a la Republique</li> <li>• UCCC’S POLITICAL ACTION</li> <li>• MINUTESDES 83<sup>rd</sup> ASSISES ORDINAIRE DU SYNODE MUNICAM</li> </ul> <p>TICKETS</p> <ul style="list-style-type: none"> <li>• CANIMAF festival</li> <li>• Championent de Football Professionnel Saison 2019</li> </ul> <p>MEMORIAL BOOKLETS</p> <ul style="list-style-type: none"> <li>• Celebrating life of Pa’a CHIN EMMANUEL</li> <li>• Obseques de monsieur Andre BELOMBE</li> </ul> <p>FLYERS</p> <ul style="list-style-type: none"> <li>• Journee mondiale de la vue2019</li> <li>• DURACELL</li> </ul> <p>INVITATIONS</p> <ul style="list-style-type: none"> <li>• Jounee Internationale de la Francophonie</li> <li>• JAZZ 2<sup>nd</sup> session 23<sup>rd</sup> Nob 2019</li> </ul> <p>RECEIPT BOOKLETS</p> <ul style="list-style-type: none"> <li>• 10 coupons de 10 000fcfa Tradex</li> <li>• NSIF Printery fiche deDebut des travaux</li> </ul> <p>LEAFLETS</p> <ul style="list-style-type: none"> <li>• CAMEROON RED CROSS</li> <li>• ZIJA life unlimited</li> </ul> <p>VISIT AND BUSINESS CARDS</p> <ul style="list-style-type: none"> <li>• Faustin ClovisNOUNJEU</li> <li>• Laure Sollo</li> </ul> <p>BILLS</p>
Photos	<p>At the production house</p> <p>At the reception</p>



	At the marketing department
Evaluation form	
Attestation	

## PROFFESIONAL REALISATION

### SHOOTING



### CONFERENCE ATTENDED



## MOUNTING OF ADVOCACY CAMPAIGN CS4ME





## CREATIONS

MAGAZINES

TATENE Info





## HOMMAGE a la Republique

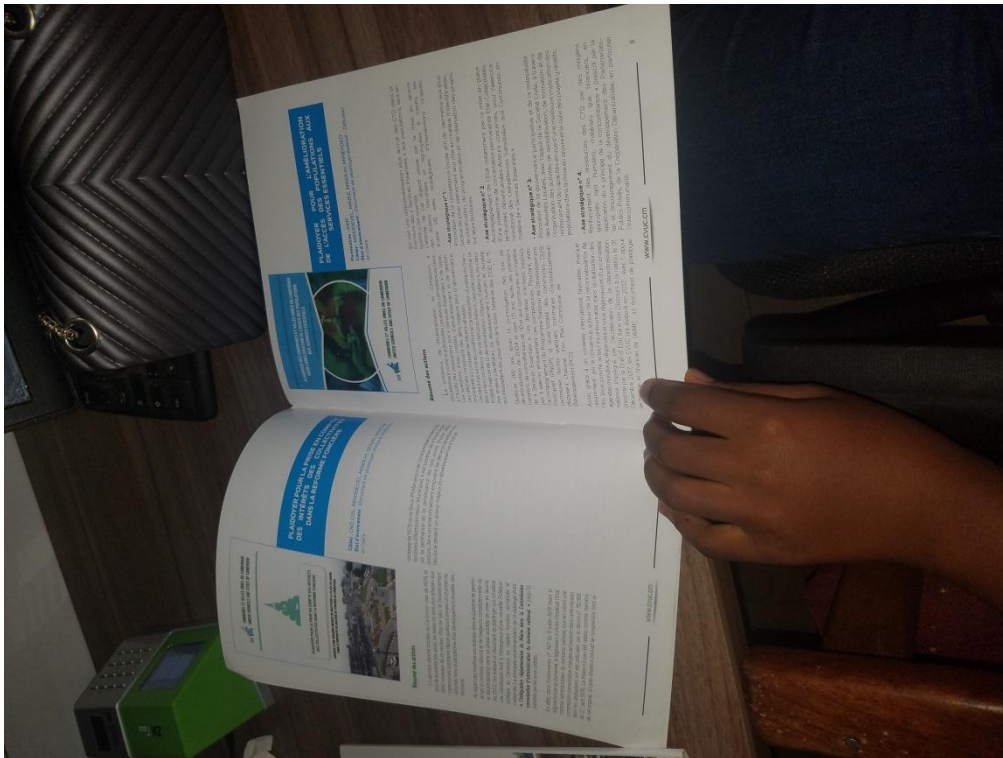
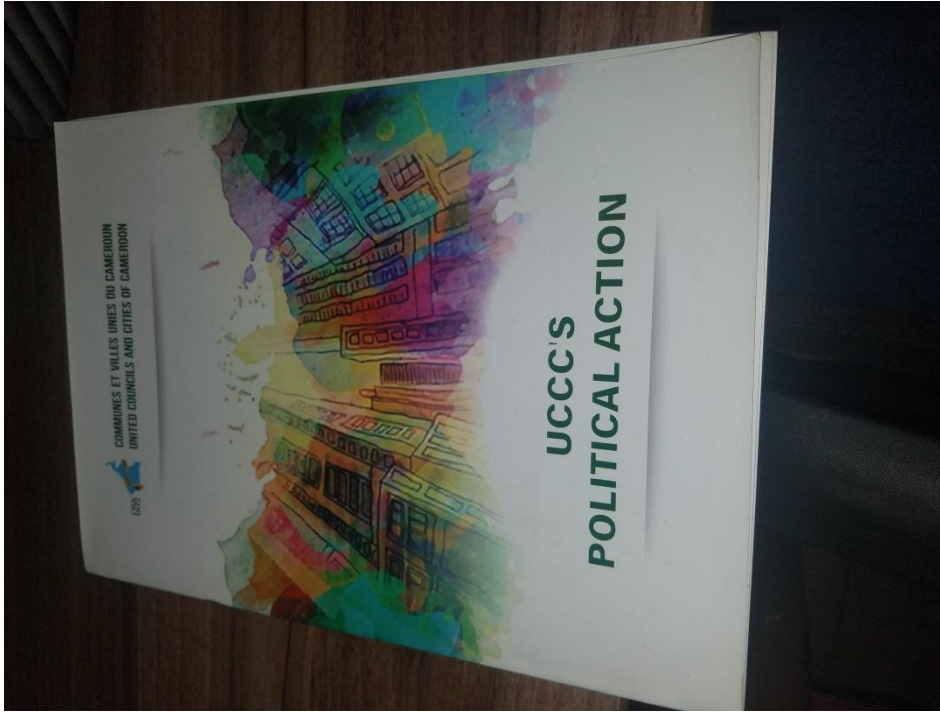




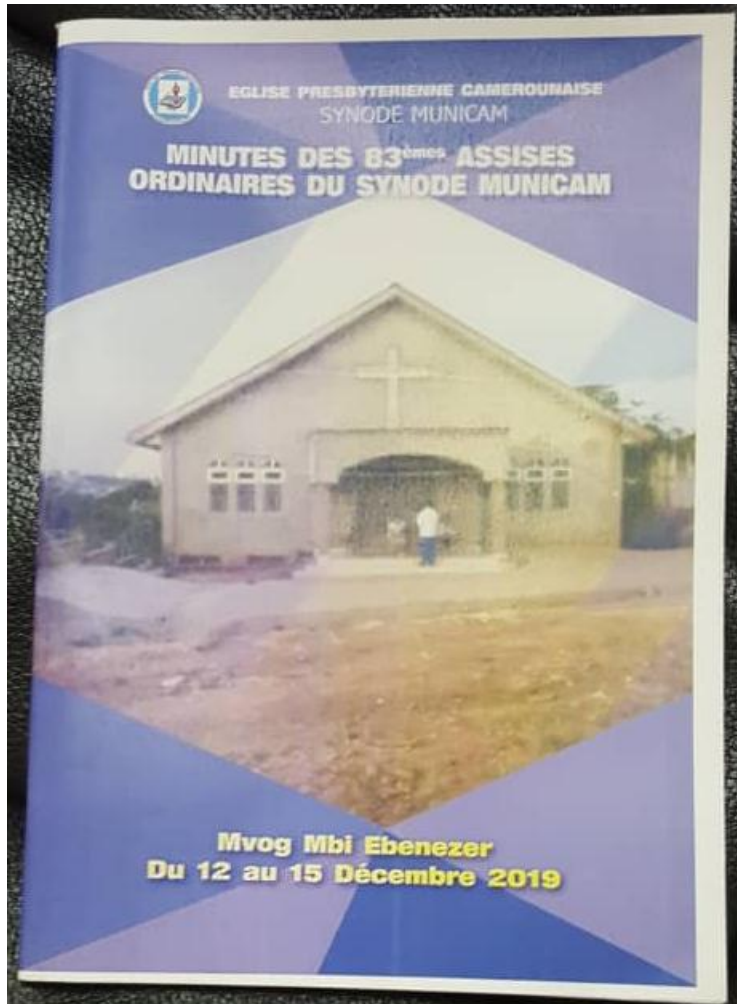
## UCCC'S POLITICAL ACTION







- MINUTES DES 83<sup>rd</sup> ASSISES ORDINAIRE DU SYNODE MUNICAM



TICKETS







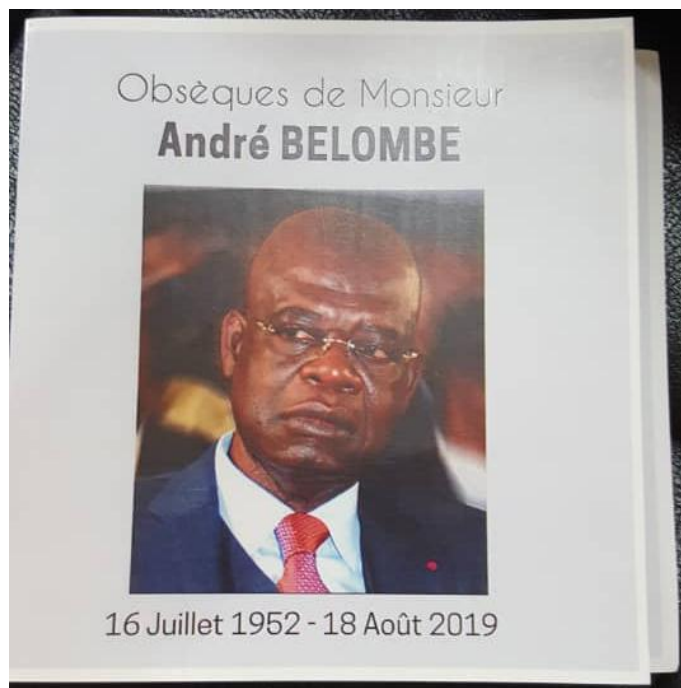
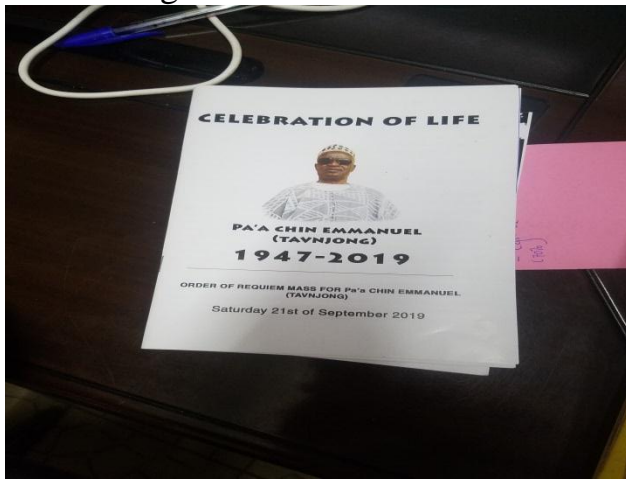
CANIMAF festival

### Championnat de Football Professionnel Saison 2019



## MEMORIAL BOOKLETS

- Celebrating life of Pa'a CHIN EMMANUEL

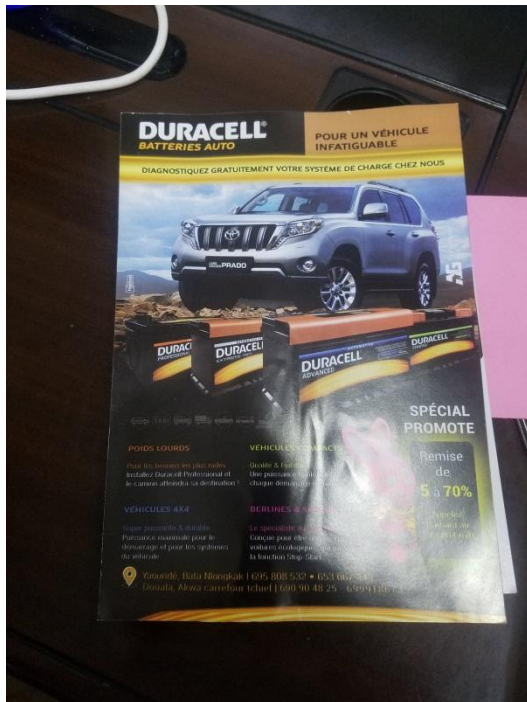


Obseques de monsieur Andre BELOMBE



## FLYERS

- Journee mondiale de la vue2019



## DURACELL

## INVITATIONS



- Journée Internationale de la Francophonie

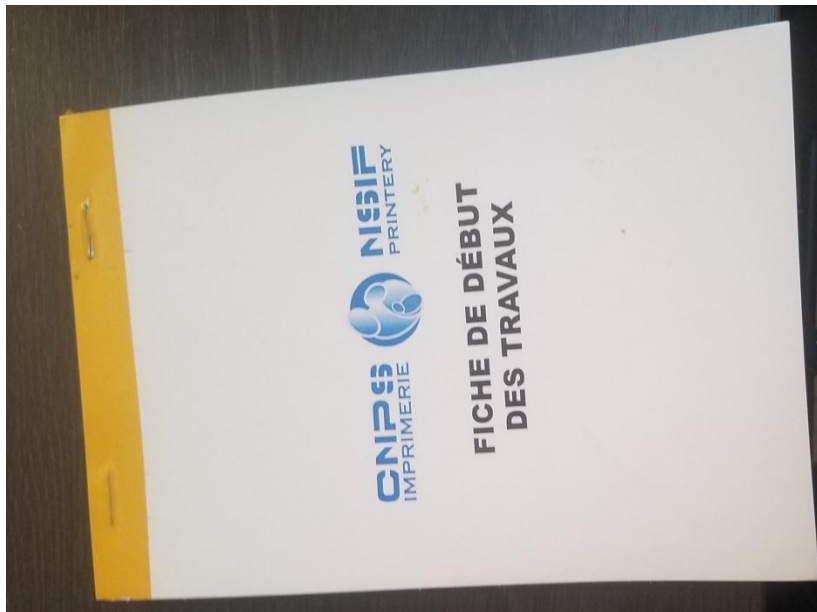
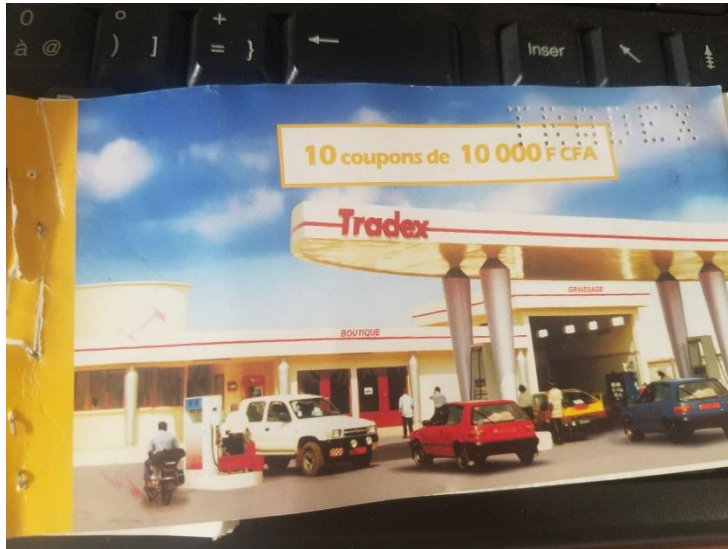


JAZZ 2<sup>nd</sup> session 23<sup>rd</sup> Nov 2019



## RECEIPT BOOKLETS

- 10 coupons de 10 000fcfa Tradex



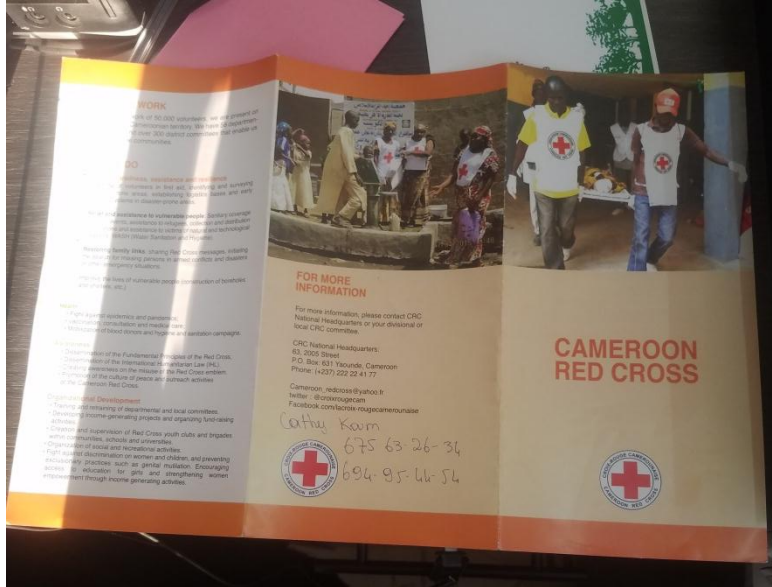
NSIF Printery fiche deDebut des travaux





## LEAFLETS

- CAMEROON RED CROSS

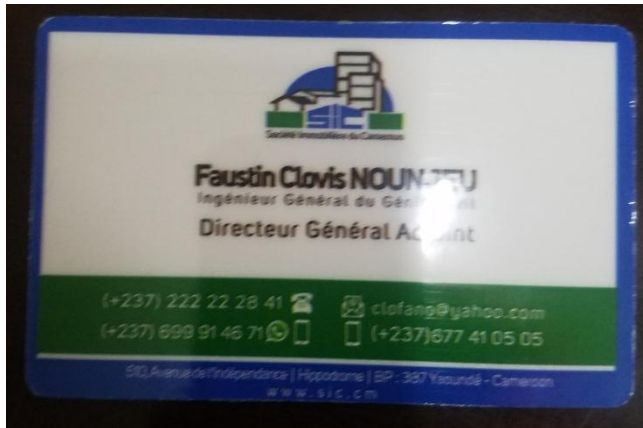


ZIJA life unlimited



## VISIT AND BUSINESS CARDS

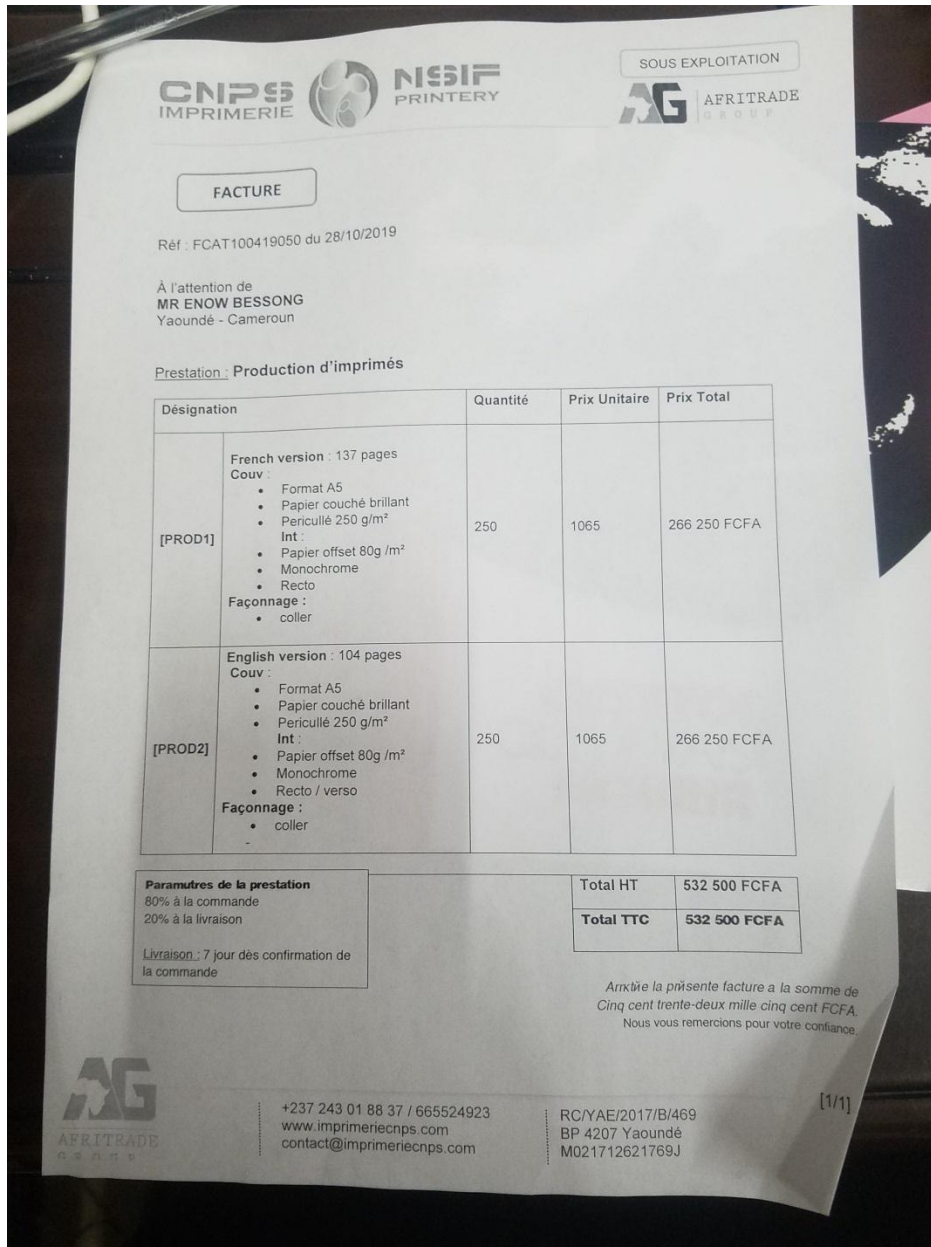
- Faustin Clovis NOUNJEU



Laure Sollo



BILLS





## PHOTOS

### AT THE RECEPTION



AT THE PRODUCTION DEPARTMENT



AT THE MARKETING DEPARTMENT

