



Date: 17 Aug 2013

**DK Outsource Pte Ltd**  
No 8 Ubi Road 2, #08-12  
Zervex Building  
Singapore 408538

**Attention: Mr Dennis Kwok**

### Testimonial

As a first year undergraduate of Economics & Management in SIM-UOL, I am given the opportunity to have my internship as a Marketing Executive at DK Outsource Pte Ltd from 20<sup>th</sup> May 2013 to 17<sup>th</sup> August 2013.

I still remember vividly my first day; I went to a tender briefing. It was a good experience as I am able to have a feel of the atmosphere of how a high-level meeting was like. During my stint at DK Outsource, Mr Dennis Kwok whom is my supervisor and the Managing Director of the company put me in-charge of a Cloud Based Project Management System call the BuildIT.

I've learnt how to send out emails and make calls to the right group of people. One of the many challenges is to secure appointments by convincing them over the phone. As a Marketing Executive, my role is to demonstrate the product and to convince the client to purchase it. This is an immerse experience as I am given the opportunity to sharpen my interpersonal skill and build up my confidence level by communicating with higher management. Valuable lessons learnt are how to remedy situation whereby I am stuck from questions asked by the client, how to stay composure in front of a crowd, and many more. I am also extremely fortunate to be able to go to DK Outsource Kuala Lumpur Office. At there, I am tasked to coach a new staff on marketing skills. And also to guide her along the process of marketing from emailing and calling to securing an appointment.

I would like to thank Mr Dennis for entrusting me to attend meetings alone with the client; it helped me to develop my own style of presentation through the many meetings I have attended. The whole internship process from the start to the end is very hands-on and realistic; it definitely gave me the skills I needed to go out to the real world in the near future.

Last but not least, I would like to thank the rest of the DK staffs for helping me and making my stay an enjoyable one.

Yours sincerely,

Name: Jayson Tun Mun Chun

Institution: Singapore Institute of Management (SIM) - UOL