MY INTERNSHIP

• Rakuten Inc.
  • E-commerce and Internet services company

• Intern at Rakuten Cross-border Trading Department (Rakuten Global Market, global.rakuten.com/en)
  • Sales team: oversee merchant performance and assistance, conduct merchandising analysis, plan campaigns and promotions
  • Focus on merchant side of Rakuten service
PROJECTS

1. Rakuten Global Market Service Blueprint & competitor analysis
   Purpose: highlight and learn every step in the Rakuten service process, as well as that of competitors

2. Rakuten Virtual Logistics Center
   Purpose: after company and competitor analyses, propose own idea/component of process to improve Rakuten service

3. Merchandising Data Analysis for 2014
   Purpose: analyze data and trends from raw transaction data of 2014. Familiarize myself with Excel, trend analysis, and merchandising techniques.

4. Proposal to Merchant as an e-commerce “consultant”
   Purpose: Use learned skills to conduct detailed performance analysis of the assigned merchant, and present proposals to merchant (in Japanese) on final day.
The most rewarding aspect of my internship was learning a variety of skills through each project process, and being able to utilize those skills in the following projects.

- Each project built onto one another, and ultimately culminated into final project of making a presentation of my proposals to an actual Rakuten merchant
- Skills include: Excel, service blueprint creation, merchandising data analysis, use of formal/business Japanese (and translating business terms between Japanese/English)
FINAL PROJECT:
PRESENTATION OF PROPOSALS TO A RAKUTEN MERCHANT
HOW DID MY WORK CONTRIBUTE TO RAKUTEN?

• Merchandising Data Analysis for 2014
  Through close analysis of demographics, raw transaction data, and observable of market trends in each country, I came up with various proposals for future campaigns and merchandising strategies.

• Proposal to Merchant as an e-commerce “consultant”
  This was a “trial” intern project, so the basic outline and types of information/proposals I came up with can be used for future interns as well as other sales team members focusing on specific merchants with potential.
ACADEMIC CHOICES & CAREER PLANS

Academic

- **Major: East Asian Studies**
  - Working in Japan reaffirmed my interest in East Asia (with Japan as primary area of specialization)
  - Main countries I focused on were China and Korea – interesting to learn about these dominant (and rising) powers in e-commerce industry

Career

- Interest in e-commerce industry
- Planning to look more closely into the different scales/types of consulting, as this internship gave me the opportunity to experience “consulting” on a fairly smaller scale
CULTURAL AWARENESS & PERSONAL GROWTH

• First internship experience in a Japanese business environment
  - Became more aware of unique Japanese business etiquette
  - Ex: formal exchange of business cards, not leaving work before your superior, etc.

• Personal growth areas
  - Learning to communicate better and efficiently with co-workers as well as superiors
  - Gained more confidence in using formal/business Japanese
  - Acquired diverse skills, both during work (communication, planning/working with a team, data analysis) and outside of work (communication, meeting new people)