

# Improving the Internship Program at L'Oréal Indonesia

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## Abstract

Internships are usually sought by university students in order to gain work experiences and help increase the readiness for when students graduate and are seeking for a job. Due to this, most companies are now providing internship opportunities for students. One of the companies are L'Oréal. L'Oréal Indonesia is not only known for its reputable brand, but also for providing prestigious work opportunities, including the internship program. This report will explore the extent to which this internship program could be enhanced. To do this, surveys are carried out and sent to a total of 37 interns; 20 current interns and 17 past interns. The result from both surveys agreed that a clearer job description and KPI for interns would have strengthened the overall quality of the internship program and the internship experience.

## Introduction

L'Oréal is a well-known beauty company that started out in Paris, France. Initially, the company only cater to hair care, but has now expanded to mass and luxury makeup and skincare. They have acquired over 20+ brands and has multiple headquarters in major cities in the world. One of the headquarters is in Indonesia, in which this research report will be focusing on.

On top of being known for their massive brand empire, L'Oréal Indonesia also provides prestigious work opportunities, including the Young Entrepreneurship Program (or commonly known as Management Trainee program) as well as the Internship Program. In addition to having a global presence, L'Oréal is also in the Fast-Moving Consumer Goods (FMCG) industry, which is why the company is able to attract thousands of applicants around Indonesia. On top of that, these programs have a reputation of being very challenging, fast-paced, demanding, and a very good stepping stone for any career in the beauty and FMCG industry.

## Purpose of the report

The purpose of this report is to identify the strategies for improving the internship program. This includes identifying possible shortcomings based on feedbacks from interns and proposing recommendations to the recruitment team on how to further improve the internship program for upcoming interns in 2020 and so on. Furthermore, this report will also consider the percentage of interns' willingness to apply for the Management Trainee program after finishing the internship program.

## Method of Research

In order to determine factors of the program that could be enhanced, there are two different surveys catered towards current interns and previous interns. Current interns refer to individuals that are currently still undergoing internship in L'Oréal from August 2019 up until end of January 2020. Previous interns are any individuals that have ever joined the internship program before.

The survey is given to over 40 different individuals. All of which had experiences from different divisions like Marketing, Supply Chain, IT, Human Resource, E-Commerce, Corporate

Communications, etc. There are 6-7 questions in each survey and all are in the form of close-ended questions (e.g. multiple questions, rankings, yes or no). All questions focus on individual's expectations, challenges and improvements regarding the internship experience. The survey remained anonymous and kept confidential for all participants of the survey. All participants are aware that the survey is autonomous and voluntary.

## Scope of Inquiry

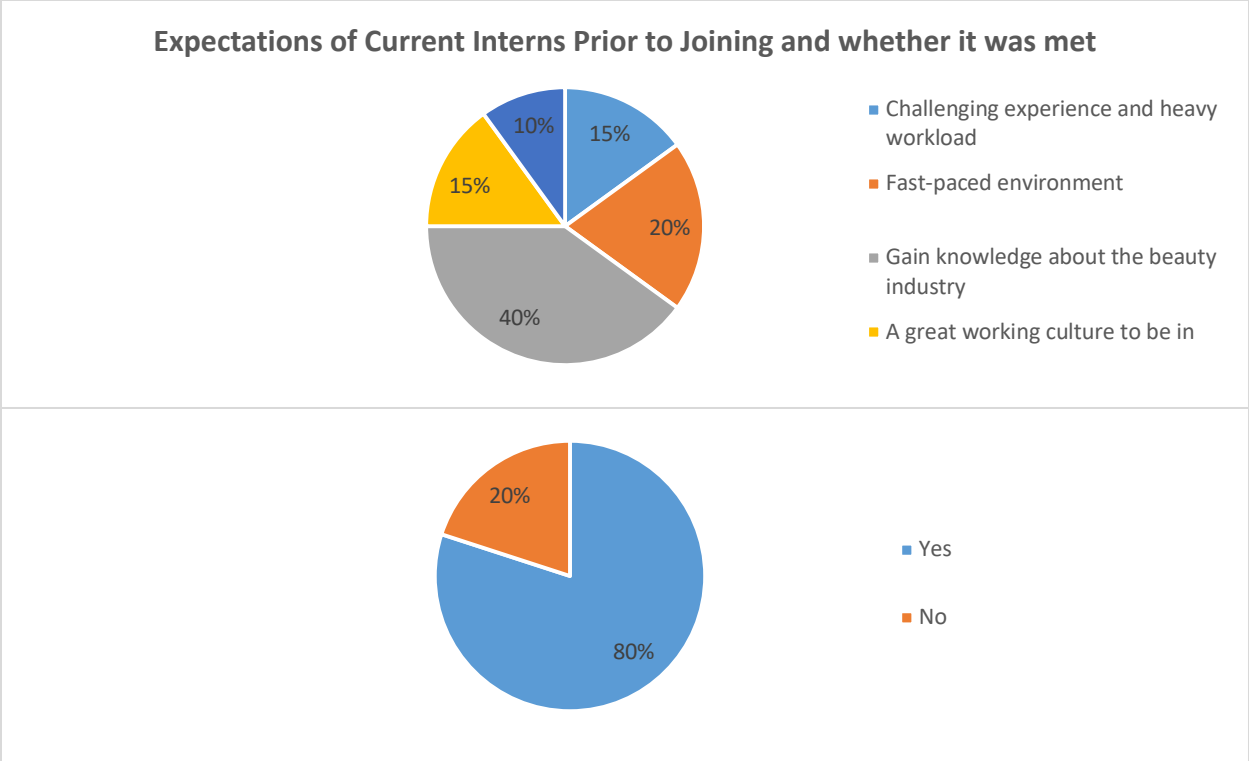
The focus of this report will be on L'Oréal's internship program and how it can be improved for the years to come. Internship is generally seen as a way for university students to gather real-life work experiences whilst being a full-time student. Research shows that students who partake in an internship minimizes the time it took for them to get a job after graduation, in comparison to those who do not have any internship experience (Jung, J. & Lee, S). This is why it is important to create an internship program to best prepare a student to tackle a full-time job once they have graduated.

## Data Analysis

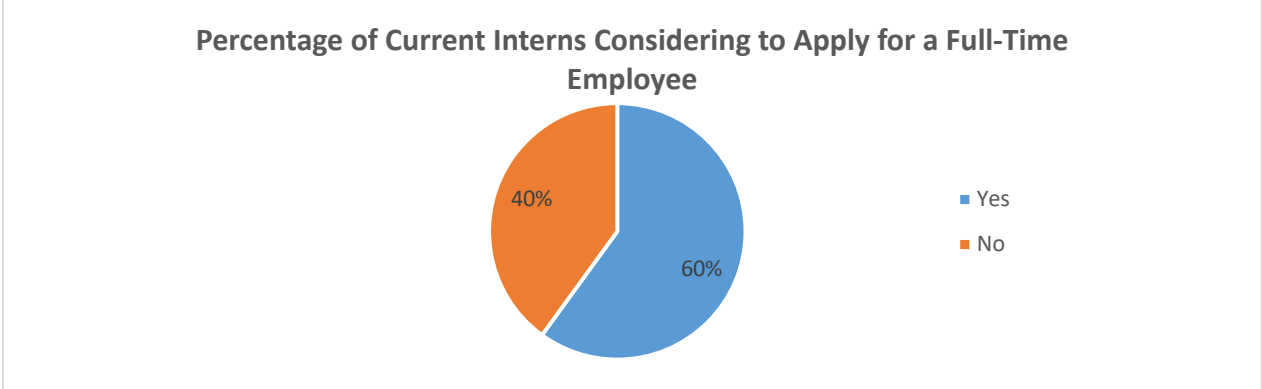
### Results from Surveys for Current Interns

There are a total of 20 responses for this survey. The questions the participants were asked that is relevant to creating a recommendation for the internship focuses on:

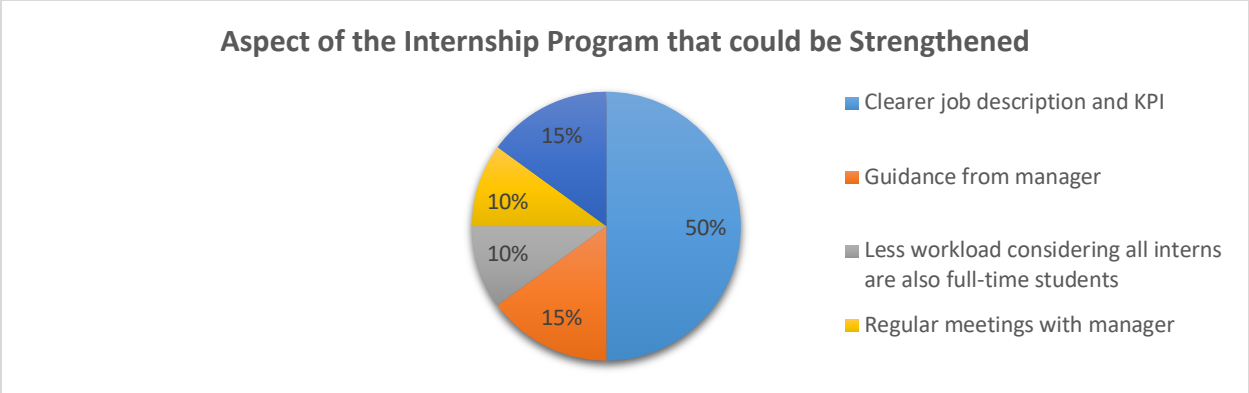
- Initial expectations before starting the internship
- The reality of the experience
- Improvements for the program
- Whether or not they want to continue to work in L'Oréal Indonesia



**Figure 1. Survey results on expectations of the participants before they joined the internship program and whether those expectations were met.** As seen from the figure above, most of the response significantly shows that 40% of the interns applied for the program with the purpose of gaining more knowledge about the beauty industry. As seen from the second pie chart, 80% of those expectations were successfully met.



**Figure 2. Survey indicating the percentage of current interns who are considering to apply as a full-time employee (Management Trainee Program).** Based on the figure above, there are 60% of current interns that are considering to apply for the Management Trainee program.



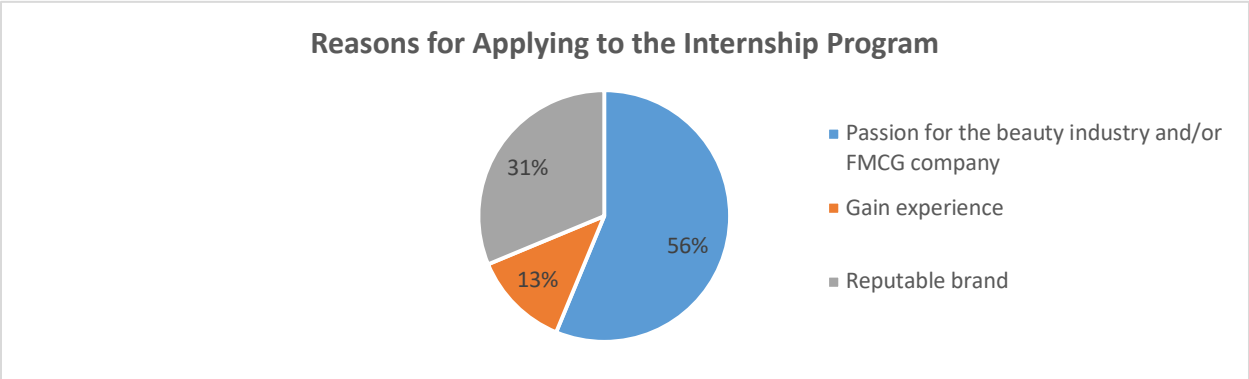
**Figure 3. Survey results indicating the aspect of the internship that could be strengthened.**

Fifty-percent of current interns agreed that providing interns with clearer job description and KPI would enhance the internship experience in L’Oréal.

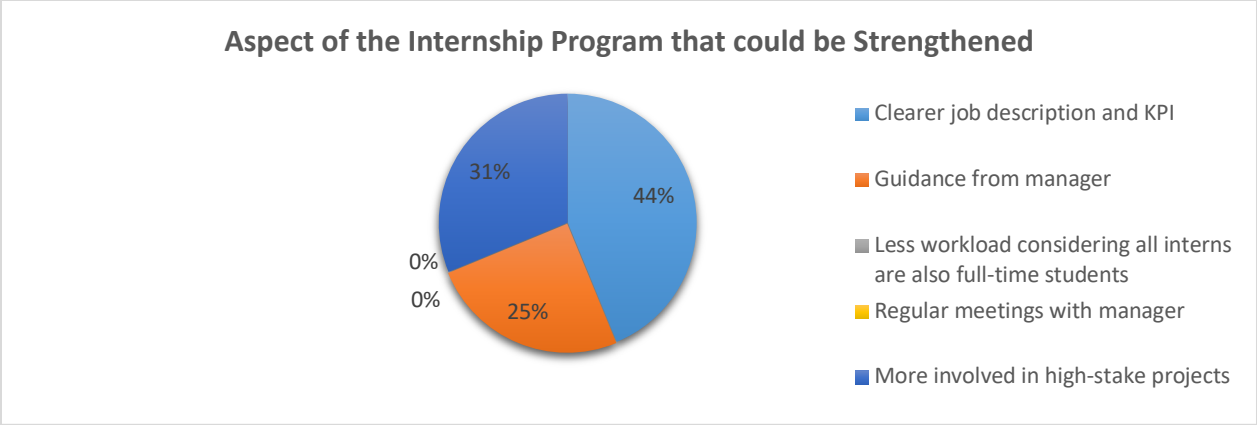
**Results from Surveys for Previous Interns**

There is a total of 17 responses for this survey. The questions the participants were asked that is relevant to creating a recommendation for the internship focuses on:

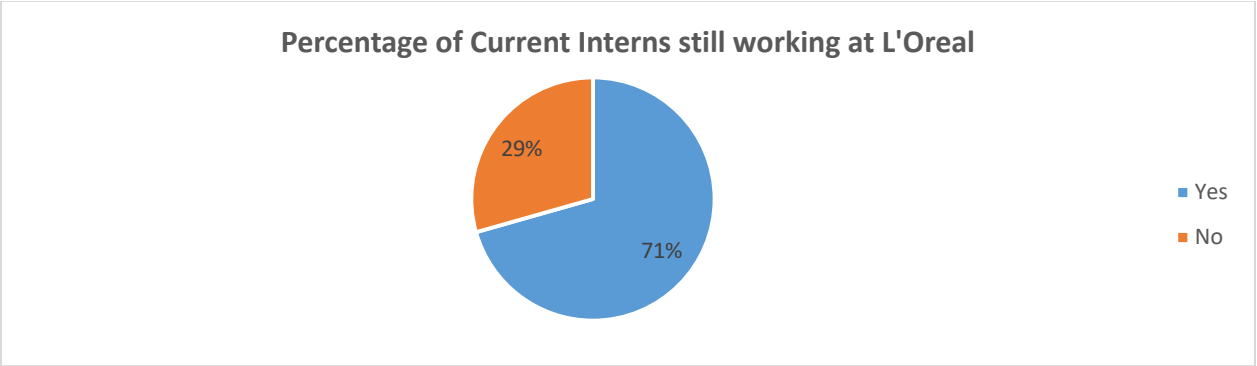
- Reason for applying to the program
- The biggest skill gained from the internship experience
- Improvements for the program
- Whether or not they are still working in L’Oréal



**Figure 4. Survey results on initial motivation for applying to the internship program.** Fifty-six percent of the participants indicated that the driving force for applying to L’Oréal’s internship program was because of the individual’s passion for the beauty industry and/or FMCG Company.



**Figure 5. Survey results on Improvements for the Internship Program by participants who have successfully completed the internship program.** Similar to the figure 3, most of the respondent (44%) indicated that a clear KPI and job description could be helpful. Unlike figure 3, a lot of respondents also agreed that being more involved in high-stake projects as well as getting guidance from manager could also strengthen the internship program.



**Figure 6. Percentage of previous internship that is still in L'Oréal.** A total of 70.6% are not working in L'Oréal anymore after their internship period.



## Conclusion

### Summary and Interpretation of Findings

Based on the results obtained from both surveys; current and previous interns, one biggest factor and aspect that could advance the program is by providing interns with clearer job description and KPI. This means that coming into the internship, the interns agreed upon a set of KPI and job descriptions with their managers, but after time goes on, interns encounter more work than originally agreed upon and/or find themselves working on things that does not help achieve the assigned KPIs.

In the second survey, figure 5 shows that, besides “Clear KPI and job description”, there was an agreement in two different choices which are: “More involved in high-stake projects” and “More guidance from the manager”. Coherent to this finding, the first survey catered towards current interns shows a similar result (figure 3) in which the statements that are most agreed upon was that interns wanted to be “more involved in high-stake projects” and have “more guidance from the manager”. These results could indicate that the work currently given to interns could be more challenging and have a bigger impact to the company as a whole. Furthermore, there could be a connection between having clear KPI and job description and getting more guidance from the manager, in which more guidance from the manager could help interns better understand that the jobs that seem to deviate from the agreed KPI and job descriptions are indirect way of achieving the KPI.

In figure 6, the results showed that most of the interns did not continue to work in L’Oréal. There could be several reasons to why this is the case, which are:

- The working culture could be improved
- They found a better opportunity elsewhere
- They tried the Management Trainee program but did not get accepted
- The division they are in during the internship program did not provide a slot for Management Trainees.

The survey results indicating 70.6% of previous interns that are not working in L'Oréal after the internship program. This could mean that there could still be a gap between the internship program and being a full-time employee in the company itself. One of the goals of joining an internship in general is to get a head start in being a full-time employee. Thus, seeing that the gap between being an intern and a full-time employee is still very significant, there could be aspects of the internship programs that could be improved in order to minimize this gap.

## Recommendations

Based on the data on the survey and after interpreting the results, these are some recommendations for the recruitment team in L'Oréal in order to improve the internship program:

1. Provide a workshop by the recruitment team catered towards managers with interns to create a module consisting of specific KPI and job description, so that the interns would be clear to what the scope of their job entails. If there are any workload that goes beyond what is agreed, the intern could report to the recruitment team to re-discuss the KPI and job description.
2. Provide a project for interns that allow them to impact the company in a much larger scale.
3. Provide a mentoring and coaching training for managers with interns to ensure that interns are properly guided and coached throughout the internship program.

## Works Cited

Jung, J. & Lee, S. (2017). Impact of internship on job performance among university graduates in South Korea. *International Journal of Chinese Education*, 5(2), 250-284.

## Appendices

### Appendix 1. Survey for Previous Interns

# L'Oreal Internship Program Survey for Past Interns

Hello! Thank you for taking the time to fill this survey. My name is Emily, I am an undergraduate student from the University of British Columbia, and a current intern at L'Oreal Indonesia.

The purpose of this survey is primarily to gather data for my ENGL 301: Technical Writing Class, where I am making a formal report about improving the Internship Program in L'Oreal Indonesia. This survey is to help me gather data from past interns of L'Oreal Indonesia about their thoughts and experiences going through the Internship Program. This survey is done in hope to improve the Internship Program and ensure that upcoming interns would have a better learning and working experience.

This survey is not affiliated with L'Oreal Indonesia and will take around 3-5 minutes to complete. It is voluntary and autonomous. The results will remain anonymous and kept confidential. If you have any questions, input or comments about this survey, feel free to email me at [emilyjasmine25@gmail.com](mailto:emilyjasmine25@gmail.com).

Thank you for your time.

Please choose the division you were in

- Marketing
- Supply Chain
- Finance & Accounting
- IT
- Human Resource
- E-Commerce
- Corporate Communications
- Other: \_\_\_\_\_

Why did you apply for this internship in the first place?

- Requirement for University
- Passion for the beauty industry and/or FMCG company
- Reputable brand
- Gain experience
- Salary
- Other: \_\_\_\_\_

Which do you think is the biggest skill you gained from this experience?

- Entrepreneurship
- More agile and flexible
- Creativity
- Critical thinking
- Networking
- Other: \_\_\_\_\_

What would you change about the internship program?

- Clear KPI and job description
- More guidance from manager
- Less workload considering all interns are part-time students
- Regular meetings from manager
- More involved in high-stake projects
- Other: \_\_\_\_\_

From a scale of 1 - 5, how would you rank your internship experience

1      2      3      4      5

Horrible                                    Awesome

Are you still working at L'Oreal?

Yes

No

## Appendix 2. Survey for Current Interns

# L'Oreal Internship Program Survey for Current Interns

Hello! Thank you for taking the time to fill this survey. My name is Emily, I am an undergraduate student from the University of British Columbia, and a current intern at L'Oreal Indonesia.

The purpose of this survey is primarily to gather data for my ENGL 301: Technical Writing Class, in which I am making a formal report about improving the Internship Program in L'Oreal Indonesia. This survey is to help me gather data from current interns in L'Oreal Indonesia about their thoughts and experiences throughout the internship program thus far. This survey is done in hopes to improve the program and ensure that upcoming interns would have a better learning and working experience.

This survey is not affiliated with L'Oreal Indonesia and will take around 3-5 minutes to complete. It is voluntary and autonomous. The results will remain anonymous and kept confidential. If you

have any questions, input or comments about this survey, feel free to email me at [emilyjasmine25@gmail.com](mailto:emilyjasmine25@gmail.com).

Thank you for your time.

Please choose the division you are in.

- Marketing
- Supply Chain
- Finance & Accounting
- IT
- Human Resource
- E-Commerce
- Corporate Communications
- Other: \_\_\_\_\_

What was your expectations from coming into the internship program?

- Challenging experience and heavy workload
- Fast-paced environment
- Gain knowledge about the beauty industry
- A great working culture to be in
- Other: \_\_\_\_\_

Was your expectations met?

- Yes
- No

What would you like to improve from the internship program?

- Clearer job description and KPI
- Guidance from manager
- Less workload considering all the interns are part-time students
- Regular meetings with managers
- More involved in high-stake projects
- Other: \_\_\_\_\_



Would you recommend this internship for other people?

Yes

No

Are you considering to continue in L'Oreal and join the Management Trainee program?

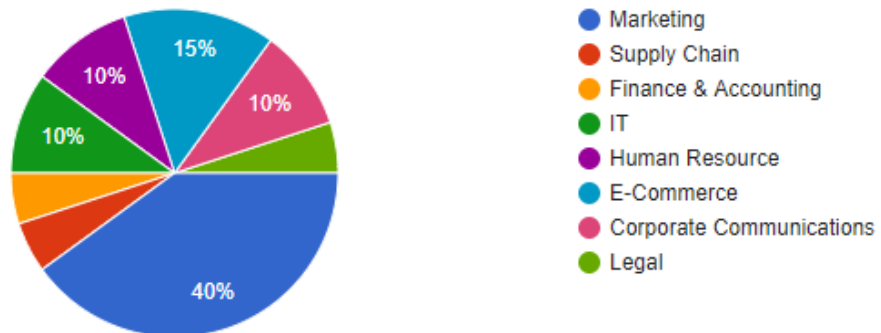
Yes

No

### Appendix 3. Other results from Current Intern Survey

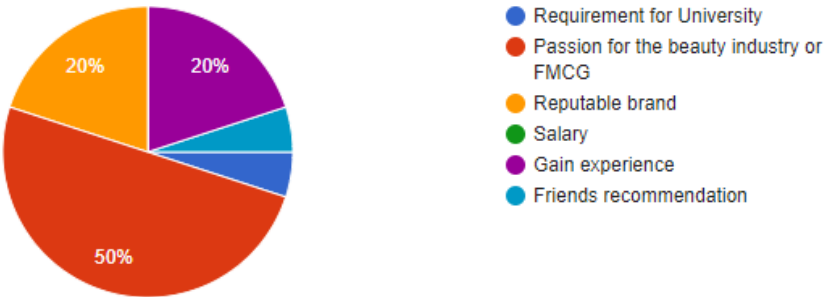
Please choose the division you are in.

20 responses



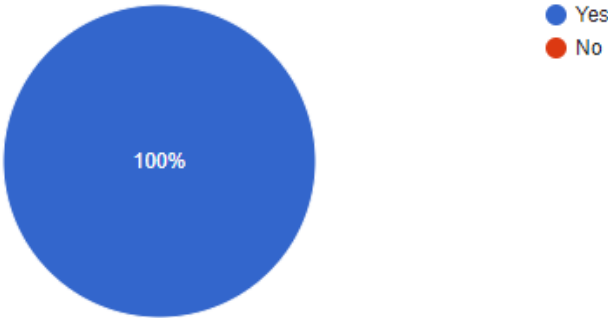
What made you apply to L'Oreal in the first place?

20 responses



Would you recommend this internship for other people?

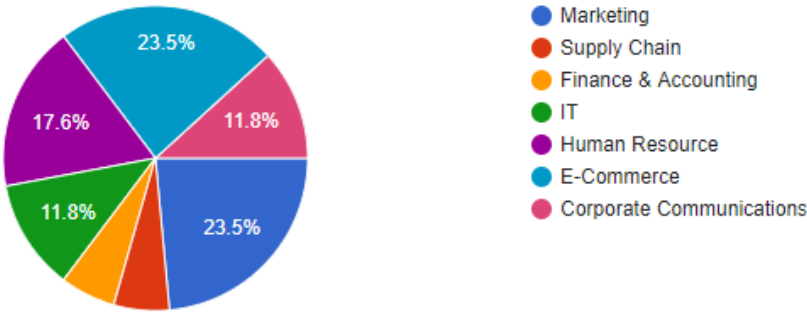
20 responses



### Appendix 4. Other results from Previous Intern Survey

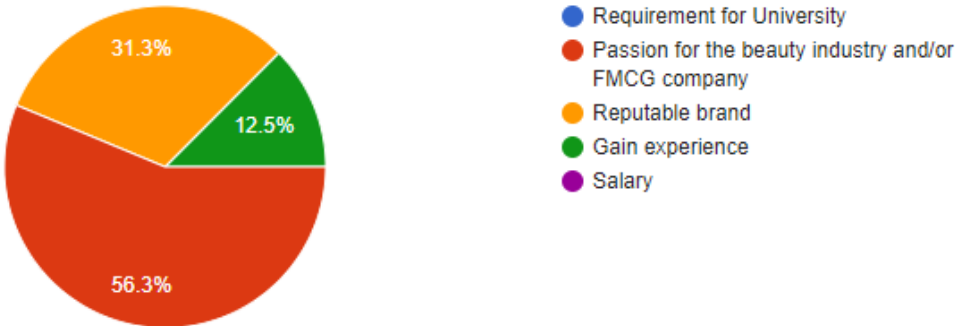
Please choose the division you were in

17 responses



Why did you apply for this internship in the first place?

16 responses



From a scale of 1 - 5, how would you rank your internship experience



17 responses

