

Internship Report for La Michoacana Elite Company

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Abstract

This report encapsulates a transformative internship experience in international business, where theoretical knowledge is seamlessly merged with practical application. Through an in-depth analysis, this report chronicles the journey undertaken at La Michoacana Elite, a multinational organization, and delves into the challenges encountered, strategies employed, reflections, and overall growth. The report comprehensively explores the integration of academic concepts into real-world scenarios, particularly highlighting the intersection of technical intricacies and cross-cultural dynamics. By intertwining global marketing techniques, supply chain management principles, and cross-cultural communication skills, the intern successfully contributed to launching a new store, navigated challenges, and fostered collaborative innovation. The report underscores the profound impact of difficulties on resilience, adaptability, and problem-solving capabilities. It emphasizes the significance of inclusive leadership and the pivotal role of effective communication in navigating diverse teams. Ultimately, the report culminates in reflecting on lessons learned, recommendations for future students, and a justified 'A' grade, solidifying the synthesis of theoretical foundations and practical execution in preparing for a career in international business. This internship experience emulates invaluable insights, skills, and experiences contributing to personal growth and professional excellence.

Overview Of the Company

La Michoacana Elite is a popular and well-liked Mexican ice cream and popsicle is a global renowned trademark that has won over its customers hearts and tastes. It is a family-run corporate that was conventioned in 1992 by Ignacio Alcázar, Agustin Andrade, and Francisco Malfavon in Mexico, a country rich in agriculture, and vibrant culinary traditions. The company emerged as a result of the owners' desire to brand their own ice cream and popsicles and share them with the community. They sought to make frozen treats that would not only satisfy satiation but also capture the nostalgic spirit of Mexico. The move has enabled the firm to remain steady due to its unwavering dedication to authenticity and quality. To ensure that they retain their customers due to the global move towards healthy diets, the company makes use of the best, regionally grown fruits, nuts, and other elements to make sure that every batch of frozen treats and paleta captures the Mexican flavors in its

production. The nature-based production coupled with labour from the best trained artists, the complex details, vivid colors, and beautiful textures make every mouthful an unforgettable experience.

La Michoacana Elite is well recognized for its diverse flavors, each telling a novel history inspired by Mexican lifestyle, history, and culinary legacy. From classic alternatives like creamy vanilla and lavish chocolate to exotic options like tamarind chili and horchata, every invention pays tribute to the complexity and richness of Mexican cuisine. With seasonal ingredients, the brand also offers limited-edition tastes that seize the nature of festivals, celebrations, and natural cycles. Impelled by its authentic styles and dedication to excellence, La Michoacana Elite little by little amplified past its Michoacán origins. Nowadays, its attendance extends to numerous places across Mexico, Canada, the United States, Asia, and Europe, where it remains winning over frozen treat enthusiasts from multiple corners of the world. Despite its growth, the brand remains committed to conserving its principal principles and ensuring that each frozen treat and popsicle maintains the main points of the initial handmade recipes.

In addition, throughout its voyage, La Michoacana Elite has stayed firmly attached to its foundations and neighborhood. The model actively helps neighboring farmers, artisans, and providers, advancing a lasting ecosystem that benefits all stakeholders. Area involvement and custom are at the heart of the brand's beliefs, often cooperating with neighboring performers, musicians, and cultural occasions to celebrate the rich tapestry of Mexican heritage.

La Michoacana Elite's accomplishment can be credited to its properly-defined business plan, which shields its history, nurtures community connections, and offers an unparalleled taste experience. First, the brand pursues a strategy that promotes Authenticity and Quality. The brand's unmoving dedication to applying locally sourced, high-grade ingredients is central to its plan. This dedication guarantees that each frozen treat captures the actual tastes of Mexico and delivers a consistent, delightful go-through. Furthermore, Though the brand holds its traditional recipes dear, it also welcomes invention to remain up with transforming consumer tastes. Introducing new flavors that blend classic and modern elements allows La Michoacana Elite to stay pertinent and attract a broader customer base.

In addition, the business strategy focuses on building an extraordinary customer encounter concern. The brand's retailers are fashioned to plunge customers into an authentic Mexican ambiance, and its approachable crew improves the overall feel, ensuring purchasers come again for extra. Consequently, La Michoacana Elite brings in flavors for a short time linked to specific times in the year, special occasions, or seasonal foods, making consumers wait eagerly and feel it is urgent, pressing consumers to return frequently and building a sense of commitment.

Overview of the Project & Work Experience Responsibilities

During my internship at the renowned company, I actively participated in a spread of duties to improve the company's total commercial visibility. One of the critical jobs I undertook was an ambitious extension store project, which involved including a new shop catering to the requirements of retail and wholesale clients. This growth venture had two months for completion and was intentionally created to tap into an untapped place with elevated customer demand forecasts. My duties involved working near architects to develop the shop format and coordinating the acquisition of indispensable equipment like lighting fixtures, pub decorations, design materials, and production-related articles. The procurement practice involved communicating with ATAFORMA, a famous Mexican export firm, to ensure the timely and seamless obtaining of the necessary resources.

Throughout my internship at La Michoacana Elite, I was indispensable in varied operational tasks to enlarge the corporation's showcase existence. Remuneratively, I was assigned to positively add to a pivotal growth challenge in the institution of a new store to accommodate each retail and wholesale requirement. This two-month undertaking was strategically hatched to capitalize on an underutilized but high-potential site, catering to foreseen consumer demands. My responsibilities included collaborating extensively with architectural experts to envision the store's spatial layout and procuring essential elements like lighting fixtures, bar embellishments, design components, and manufacturing necessities. To facilitate this procurement process, I interacted with ATAFORMA, a prominent export entity in Mexico, to ensure the efficient acquisition of essential materials and resources.

In addition, my responsibilities comprised an assorted groups of operational, strategic, and administrative facets with the overarching goal of keeping store effectiveness, propelling expansion, and furnishing useful views for the company's broader achievement. I meticulously generated daily revenue and expenditure bulletins and choreographed weekly schedules, ensuring the store's unruffled operational rhythm. Within a party of seventeen staff at the internship venue, I took proactive steps to cultivate their performance excellence. Facilitating efficient deliveries became another side of my role where I centered on setting up partnerships with prominent logistics suppliers like Uber Eats and DoorDash. This endeavor was on the brink of accomplishing as the service contracts were ready for final approval. Moreover, I actively updated the company's website and integrated social media platforms to boost its online presence. In addition to my contributions to the mechanical and building aspects, I also delved into information technology.

Learning Outcomes Concerning Company's

Operations & Work Culture

As a manager at La Michoacana Elite, I gained a precious understanding of the complex cultural dynamics that determined the company's operations, the distinct foreign work manner, and the broader cultural landscape it functioned within. By applying well-known cultural frameworks, for instance, Hofstede's aspects, Trompenaars' cultural issues, and the insightful notion of the cultural iceberg, I could decipher the intricate interplay of these elements inside the company's structure and its strategic endeavors for global spread. This analytical approach facilitated a deeper comprehension of how cultural beliefs, communication styles, and societal norms influenced choice-making, teamwork, and customer participation, eventually letting me navigate and guide in this multifaceted environment more effectively.

Insights into the Company's Operation

Power Distance

Throughout La Michoacana Elite's way of working, the thought of power distance, as brought up by Hofstede, manifested as a noticeably small occurrence. As the manager, I saw an environment for work that supported teamwork and inclusiveness, going past hierarchical limits. The accent on requesting input and responses from labourers at all company hierarchy levels was clear. This sharing method of decision-making, indicated by agreement-making instead of a customary top-down technique, not just produced a culture of shared ownership but also empowered workers' feeling of enablement. This empowerment converted into expanded inclusion, where part individuals were inwardly spurred to contribute their thoughts and bits of knowledge, cultivating a dynamic environment of advancement and obligation.

So, this structure with power distributed levelly affected how the whole group worked together. With simple channels to share and make choices without steep ranks, working together happened naturally. Employees felt at ease saying thoughts and worries, guiding to plans taking in more aspects. Nearby access to top management and a transparent swap of ideas made team members feel like one, building an environment where every person felt valued. This low difference in power not only mirrored an up-to-date way a group can work but also showed how the company aimed to develop a place based on mutual regard and the recognition of the input of every employee, no matter their location on the ladder in the organization.

Individualism vs. Collectivism

The way individuality and cooperation, as distinguished by Hofstede, were evident in La Michoacana Elite's work lifestyle, where a vast tendency towards cooperation penetrated the texture of the

organization. This notably showed the profoundly rooted Mexican principles that accentuated the significance of family ties and communal interrelation. Inside the company, workers showed a pronounced camaraderie, cultivating an environment where mutual assistance and teamwork were not simply encouraged but inherently woven into daily interactions.

The feeling of unity spreading through the labor force had far achieving effects on diverse aspects of the company's procedure. Skilfully, this collected soul translated into smooth teamwork, where workers gathered to realize distributed objectives. Cross-purpose cooperation was abetted by an honest willingness to pay assistance and competence, advancing a collaborative soul transcending single duties. This shared dependence didn't only revolve around labor jobs; it also stretched to a complete understanding of one another's needs and progress. This deeper level of connection fashioned a supportive network where expert aspirations interlaced with single motivation, magnifying the sense of belonging among team associates.

The complete identity continued past the boundaries of the workplace, wrapping a broader sense of local community. Social occasions and festivals, usually arranged by workers, developed significant avenues for strengthening this unity. These gatherings weren't only minimal to business conversations; they stood for a treasured place for cultivating relationships, sharing traditions, and nurturing a family bond. By cultivating this sense of community, La Michoacana Elite nourished a work setting that mirrored the opinions of Mexican society, emphasizing the magnitude of interpersonal associations and interweaving these bonds into the very material of the company's character.

The shared soul likewise carried implications for the brand's picture and purchaser involvement. The uniformity and coherence of representatives reverberated with clients, making an authentic and identifiable brand character. Consumers were pulled in not just to the beautiful flavours yet in addition to the subliminal story of an image that mirrored the public qualities that held critical significance inside Mexican culture. This blend of collectivism and business converted into more grounded client faithfulness and a more profound association with the brand's contributions.

Fundamentally, the apparent tendency of La Michoacana Elite's work setting to emphasize the group was in addition to a mere corporate characteristic; it was a manifestation of the Mexican ideals of interdependence, unity, and familial ties. This group viewpoint strengthened the company's workforce, bred an environment of mutual backing and fellowship, and ultimately contributed to a more significant and resonant bond between the brand, its workers, and its patrons.

Universalism vs. Particularism

La Michoacana Elite's way of dealing with universalism and particularism, as illuminated by Trompenaars' cultural measurements, demonstrated a fragile balance between standardized practices and the appreciation of nearby peculiarities. This harmony significantly moulded the company's operational tactics and mirrored a subtle comprehension of matching global consistency

with cultural sensitivity.

The beingness of generalizing inclinations was evident in the organization's promise to standardize processes and calibre requirements. This approach was central in ensuring that the essence of La Michoacana Elite's wares remained consistent crosswise dissimilar places, irrespective of cultural deviations. Standardization reinforced the brand's name and ensured that customers could await the equivalent stage of calibre and authenticity, no matter where they encountered the brand. This generalizing point of view mirrored the organization's dedication to retaining its central values and maintaining a distinct brand personality that transcended geographical limits.

Differently, the business's specific values were shown in its wise realization of the significance of neighbourhood choices and traditions. La Michoacana Elite's suppleness in accommodating local tastes through customized tastes was characteristic of its pledge to respect and embrace the cultural subtleties of its diverse customer base. By providing variations of flavours that resonated with exact regional palates, the company exhibited an astute perception of the value of catering to single cultural preferences. This precise approach solely celebrated the diversity of its consumers but also showcased its adaptability and willingness to evolve without compromising its authenticity.

This balance involving universalism and particularism nurtured a dynamic environment wherein a respectful acknowledgement of the singularity of each marketplace underpinned the company's international growth attempts. It demonstrated that whereas La Michoacana Elite was devoted to upholding its central beliefs and keeping a steady brand individuality, it also revered the cultural richness that moulded its customers' preferences. This harmonious interplay allowed the brand to forge deeper connections with its customers, transcending the transactional to set up emotional ties built on mutual respect and shared values.

In effect, La Michoacana Elite's skilled manoeuvring of universalism and individualism demonstrated its clever aptitude to uphold a worldwide perspective while recognizing and embracing the details of nearby cultures. This tactic propelled the company's effective spread and positioned it as a brand that values diversity, adaptability, and authenticity – all central elements in forming enduring and authentic consumer relationships.

Insights about the Foreign Work Culture

Throughout examining the foreign work environment at La Michoacana Elite, I came across a deep understanding of the intricacies of communication, Time Orientation and Hierarchy and Respect revealing how the Mexican setting moulded interpersonal interactions within the workplace. The stress on indirect contact and the importance of non-verbal signs became pivotal aspects of this exceptional cultural structure.

Communication Styles

Inside the Mexican work way of life, correspondence unfurled through a perspective of intricacy, underpinned by utilizing non-verbal signs. This social standard has shown up as a fundamental channel for moving data, conveying sentiments, and exploring the complexities of connections. I discovered that clear directions were different from the standard; workers frequently depended on setting clues and the system of close-to-home relationships to get expectations and underlying messages. (Association for Supply Chain Management, n.d.)

This dependence on indirect interaction indicated the abundant delicacies that underlined the Mexican community. It was not about passing on information; it was about grasping the unstated subtleties that frequently held additional weight than the talked phrase. As a supervisor, this realization urged me to refine my ability to interpret gestures, facial expressions, and even the tone of voice. I discovered these signs were similar, if not more noteworthy than the direct messages passed on.

Advancing through this interaction mode necessitated an elevated level of alertness and ethnic sensitivity. Administrators had to be aware of the unmentioned, cultivating a surrounding where labourers felt appreciated and comfortable communicating themselves even when communications were left unsaid. I understood that nurturing a climate of trust and unrestricted dialogue was indispensable in prompting employees to share their viewpoints, ideas, and worries without pause.

Differently, the lifestyle of roundabout communication extended past the workplace, weaving itself into the broader texture of Mexican society. It is evident in the warm conversations during social gatherings, the graceful craft of negotiation, and how conflicts were approached and solved. By understanding and adjusting to this unique communication style, I could build stronger bonds with my team participants, using the power of unmentioned signals to develop companionship and shared understanding.

Time orientation

The job customs at La Michoacana Elite detailed an exceptional viewpoint on-time scheduling, one deeply based on the values of relationships and adaptability. This starkly contrasted my earlier experience in a more time-focused work setting, prompting a shift in my understanding of how time was seen and handled. In the Mexican context, I noted that being on time and strict conformity to deadlines were occasionally viewed with a more relaxed attitude. The significance was on the wealth of relationships, the fluidity of interactions, and the intrinsic value of being present.

Recognizing and changing to this side necessitated a readjustment of my time placing. The conclusion that developing and nurturing relationships frequently took need over strictly adhering to schedules was critical. A realization that struck me is the casual conversations that took place before the official

meeting started to lay the ground for the parties involved to gain an insight of the attitudes of those, they were about to reach an agreement with. The social feature also extended beyond the office, infusing societal exchanges and personal relationships. It was perceptible in the leisurely pace of discussions, the inclination to prioritize face-to-face interactions, and the patience displayed during negotiations. The appreciation for connections over stringent time constraints underscored the Mexican regard for interconnectedness, reminding me that comprehending and adapting to a culture's unique viewpoint on time was integral to cultivating meaningful ties and achieving successful results.

Insights about the General Culture

Traversing the more extensive social context outside the restraints of the workspace allowed me to reveal insights into the complex weave of Mexican society and its powerful effect on the functions and spirit of La Michoacana Elite. This journey uncovered a rich amalgam of customs, principles, and conventions that deeply resonated within the company's work culture and consumer dealings. By delving into the general culture, I thoroughly understood the cultural underpinnings that moulded both the brand's persona and its importance within the larger framework of society.

Cultural Iceberg

My immersion into the broader framework of Mexico revealed a critical awareness – like an underwater mountain, many facets of culture stayed concealed beneath the surface, exerting a profound effect on each layer of society. The obvious aspects of culture that were easily noticeable, like festivals, cuisine, and artwork, were just the tip of the underwater mountain. As I delved further, I came across that beneath this visible layer lay a complex web of values, convictions, and customs that formed not just the work culture at La Michoacana Elite but likewise the preferences and expectations of consumers.

Emphasizing togetherness, high regard for senior individuals, and the persevering sway of ancient customs stood out as principal founding aspects of Mexican culture. These firmly enrooted values created the underlying dealings within and past the workplace. The highlight of family solidarity resonated throughout the company, contributing to the close bonds between team participants and their collaborative spirit. Comparably, the honour for elders innate to Mexican culture was mirrored in the high opinion given to experienced colleagues and bosses within the company's hierarchy. Moreover, the colorful tapestry of ancient traditions underlined the authenticity of La Michoacana Elite's offerings, allowing the brand to connect with buyers on a cultural level that went beyond mere products to an embodiment of tradition and heritage.

These underlying societal aspects molded patron preferences and ideas, guiding them towards experiences and offerings aligned with these central values. By identifying and embracing these

submerged community parts, La Michoacana Elite built a brand narrative that touched a nerve deeply with its planned targeted group. Understanding the cultural iceberg helped me place the brand's meaning inside Mexican society, enabling me to align policies and connect with the staff and customers more realistically and significantly.

Collectivism and Community

The collectivist nature that characterized Mexican society echoed outside the work environment, profoundly influencing the texture of open life. This was notably obvious in active public spaces, vibrant markets, and lively festivals where mutual experiences formed the foundation of communal interactions. As I saw, humans collected as persons and as part of a broader community tapestry, fostering camaraderie across individual limits.

This quality strongly hints at the relevance of being together and mutual assistance in the Mexican community. Being joint was evident in the relationships between people, where assisting each other was a natural and spontaneous gesture. This cohesion stretched past the immediate context, mirroring the sense of unity within the company. Just as members at La Michoacana Elite worked seamlessly, individuals within the broader Mexican community exhibited a shared commitment to fostering a collective environment where everybody's well-being was interlinked. This quality was a strong hint of the relevance of being together and mutual assistance in the Mexican community. Being joint was obvious in the relationships between people, where assisting each other was a natural and spontaneous gesture. This cohesion stretched past the immediate context, mirroring the sense of unity within the company. Just as members at La Michoacana Elite worked seamlessly, individuals within the broader Mexican community exhibited a shared commitment to fostering a collective environment where everybody's well-being was interlinked.

This profoundly rooted collectivist character breathed life into the thought of interrelation, influencing both individual connections and societal arrangements. It was noticeable in the warm greetings swapped in the passage, the open invites to join festivities, and the reciprocated support offered without vacillation. This cultural line of collectivism was not only a cultural attribute but an embodiment of the ethos that joined individuals together, enforcing the thought that unity and shared encounters shaped the cornerstone of Mexican society's communal texture.

Celebration of Heritage

An inspection of the wide-ranging society revealed that the individuals of Mexican lineage revered their rich cultural legacy, manifested through exuberant expressions in cuisine, visual arts, music, and festivals. This salute of legacy was a dynamic energy that moulded not only single identities but, in addition, the collective ethos of the nation. A striking discovery was the unblemished manner in which La Michoacana Elite capitalized on this cultural pride, aligning its provisions with conventional tastes

to create a harmony of flavours which evoked emotions of nostalgia and cultural distinctiveness between its patrons.

The mingling of customary tastes into La Michoacana Elite's dessert and cooling bar offerings was an ingenious reflection of the brand's grasp of its character inside the more prominent cultural weave. By channeling the spirit of age-honored elements and recipes, the brand shaped frozen snacks that passed beyond their culinary part, transforming into vessels of ethnic legacy. These offerings were not just ice creams and cooling bars but a gateway through which patrons might reconnect with their origins, reliving childhood remembrances, family gatherings, and cultural events. This calculated union fostered a deep sentimental connection 'tween the brand and its patrons, placing La Michoacana Elite as more than a purveyor of frozen delights – it grew into a custodian of ethnic stories, a conduit for shared experiences, and a landmark for individuality.

This tribute to ancestry went past the flavor inclination, permeating each relationship with the brand. The aesthetic qualities of the shops, the air, and even the brand's promoting efforts were carefully organized to resonate with the social soul of Mexico. This exhaustive way of dealing exhibited La Michoacana Elite's astute acknowledgment of its part in enhancing and remembering the social legacy of its customers, making a unique blend of culinary advancement and social protection that reverberated profoundly inside the hearts of its clients.

Generally, the deep understanding gained from my time with La Michoacana Elite and the strategic use of cultural models immensely helped my management ways. By making my own and embracing the company's team spirit foundation, and tuning myself into the details of how folks talk and how the structure with the unfamiliar work culture worked, I improved my ability to guide different groups and figure out the complications of across culture situations well. Moreover, knowing the wider cultural cloth made possible a sensible way to involve customers, as I realized the significant effect of artistic practices on how folks act. This is seeing me adjust marketing strategies and change product offers to speak to local favourites, creating a stronger tie between the brand and its buyers. (Albrecht et al., 2023)

Preparing for the demanding task of adapting to the unique work and general culture at La Michoacana Elite was facilitated by reading the passage and analyzing the examination. The Worldwide Competence Index and other cross-cultural assessment tools were used to help me take stock of my strengths and areas for improvement as I prepared for this review. By reviewing my intercultural skills and identifying possible weak spots, I was ready to approach this transformative experience with a strategic mindset.

The understandings derived from the cross-cultural assessment acted as a foundational structure on which I built my adaptive plans. For model, the evaluation illuminated my talents, revealing qualities like open to all, empathy, and capable communication proficiencies. Equipped with this knowledge, I could use my abilities to develop meaningful connections with coworkers and smoothly integrate into the collective work setting characterized by solid fellowship. Additionally, realizing these talents

inspired me to actively seek chances to lead cross-cultural team initiatives, using my ability to bridge gaps and foster common comprehension.

The assessment also highlighted parts that could present issues in an intercultural setting. The setting was quite different from the working setup I had gotten used to in Mexico, where social interactions and leisurely talks could have been more entertaining during teamwork. I swiftly adapted to the change and blended into the new culture by deliberately placing myself in ambiguous situations to nurture my capacity to flourish in an atmosphere where flexibility and adaptability were central.

Strengths and Weaknesses

Strengths

In that area of strength, my across-cultural analysis highlighted faculties that immensely participated in my simple adaptation to the unusual cultural surroundings at La Michoacana Elite. Chief among these strengths was my innate tendency to embrace novelty and variety, which converted into a high degree of openness to new experiences. This quality emerged as a central foundation of my adoptive journey, letting me approach the unfamiliar work culture with authentic curiosity and unrestricted enthusiasm. This bent to explore and gain from strange communication styles, values, and practices aided speedy incorporation into the intricacies of the Mexican work environment, setting the stage for smooth assimilation.

My strong interpersonal abilities and sensitivity also proved to be very helpful in understanding the subtle cultural differences in the job. These traits allowed me to develop close relationships with my coworkers, promote understanding, and fill up any communication gaps that could have existed. I created trust and rapport with my colleagues and fostered a culture of cooperation by sincerely listening to their points of view and respecting their unique experiences. In addition, my practical verbal and nonverbal communication abilities were crucial in helping me fit in with the local culture. I rapidly understood the value of nonverbal clues and indirect communication in Mexican culture. I was able to navigate discussions effectively, decipher nonverbal cues, and express my objectives while adhering to cultural conventions because to this understanding.

Weaknesses

However, based on my valuation, I needed to improve my approach to communication in a new atmosphere, as I believed my flaws would be understood. I had also thought the fault would go unnoticed due to my excellent communication skills, but things could have gone better. The culture was also quite ambiguous, and I realized that I had to look at it from all angles to understand how to cope more effectively. Learning that I had to improvise my communication and listening skills to blend in a cultural setup where flexibility and adaptability were embraced, I actively practiced active

listening. I tailored my communication tactic to align with the indirect communication customs predominant in the Mexican culture.

Leveraging Strengths and Addressing Weaknesses

The brilliant understanding of my strengths and weaknesses enabled me to develop an effective plan that I could use to eradicate my weaknesses. For instance, I utilized my interest in gaining a deep understanding of the Mexican culture to form strong bonds with my colleagues. To curb my fear of ambiguity, I made it my norm to participate in social activities that challenged this fear and joined in social gatherings whenever possible. Furthermore, I recognized the implication of fine-tuning my communication style and enthusiastically sought responses from contemporaries to ensure that my communications were received as intended. Fortunately, this technique worked wonders as I could improve my strengths while eradicating my weaknesses. By so doing, I could interact well and smoothly with my colleagues without doubting that I wasn't. As time passed, I realized I was flourishing in a new environment due to my self-drive toward coping with my challenges in a unique atmosphere.

Relevance to Academic Program

My academic program centers around the major of international business, delving deep into the intricacies of conducting business on a global scale encompassing global finance, strategic management, supply chain management, and international marketing. These elements are in alignment with the company's domain and the overarching realm of global business management. As an international business student, I am equipped with the tools to navigate cultural diversity, adapt to complex, and multi-layered corporate atmospheres, and make planned choices while bearing the distinctions of several cultures. Such capabilities have eased my stay at La Michoacana Elite's, enabling me to maneuver through its delicate and complex international operations and engagement with diverse markets.

My internship was also more accessible due to my initiatives to partake in business courses such as "International Marketing Approaches," which have considerably impacted my comprehension of adapting marketing strategies to suit global markets. Now that I got a taste of the experience, I can confidently say that things would have been more challenging and much worse had I not taken the course. I say so because the course delved into market entry tactics, cultural impacts, and the undercurrents of universal marketing, all of which were predominant skills essential for my internship. Similarly, "Global Supply Chain Management" provided profound insights into maneuvering complex global supply chains, encompassing procurement, logistics, and cross-border transportation across diverse nations. Another course, "Cross-Cultural Communication," was instrumental in honing practical communication skills across different cultural contexts.

I am glad that the theoretical knowledge I garnered from the courses made it much easier for me to understand the intricate dynamics underpinning international trade. For instance, the significance of tailoring marketing strategies to resonate with local preferences while upholding a consistent brand identity became crystal clear. Without the prior knowledge I would have been lost or left behind in my internship. This understanding proved invaluable to La Michoacana Elite when they sought to adapt their ice cream flavors to suit the distinctive tastes of different cultures. Additionally, the potential challenges the company could face regarding ingredient sourcing and the transportation of frozen products across multiple locations were efficiently addressed by streamlining processes, ensuring swift and seamless product delivery.

My ability to create and develop social connections with my colleagues in a swift manner as a result of my deep insight in cross-cultural communication proved to be indispensable as I was able to adeptly steer varied communication styles and recognize how crucial cultural sensitivity can be in fostering fruitful connections. The skill also proved vital to me when it came to aligning with the firm's goals, mission, and vision and fostering viable ties with my colleagues in the workplace.

The knowledge I had gathered from my additional courses also inspired me to better the system as I could formulate campaign strategies that were effective to the company as they complemented regional festivities. Similarly, my familiarity with global supply chain intricacies proved to be an asset as I could swiftly identify and address potential bottlenecks, ensuring a smooth flow of products to various locations. Understanding the broader international business landscape equipped me to anticipate and manage challenges associated with cross-border trade and diverse market preferences. These insights facilitated the adaptation of supply chain strategies to optimize efficiency while catering to the preferences of distinct markets.

My ability to utilize my global marketing techniques to create marketing materials for La Michoacana Elite's limited-edition ice cream flavors. By infusing messaging and design elements with regional cultural events, I aimed to enhance the campaign's resonance with the target audience. This approach bore fruit during a summer festival campaign where vibrant colors and traditional patterns were incorporated, resulting in heightened customer engagement and increased sales.

The successful launch of the new store further exemplified the practical application of logistical expertise and supply chain management principles. Collaborating with vendors, transportation partners, and the local team, I ensured the timely delivery of essential equipment and supplies, minimizing disruptions and showcasing the practical utility of theoretical concepts. The alignment between classroom discussions and practical implementation facilitated the seamless transition from academic education to real-world execution. For instance, the challenges discussed in the classroom regarding global supply chain complexities enabled me to anticipate and address potential procurement challenges proactively.

Skills gleaned from case studies in cross-cultural communication proved invaluable when engaging with multinational stakeholders and suppliers, allowing me to employ negotiation techniques tailored

to specific cultural contexts. Moreover, the strategic decision-making framework utilized in group projects mirrored my approach when formulating growth plans for the new store. Reflecting on an instance where cultural factors were pivotal, I recall a negotiation with a local vendor, wherein my understanding of their communication style influenced my strategy. I fostered productive collaboration by adapting my approach to align with their cultural preferences.

The integration of academic theory and internship experience has proved profoundly beneficial. Armed with a solid foundation of theoretical concepts, I approached my internship tasks with a methodical mindset. This fusion enabled me to seamlessly adapt to diverse corporate landscapes, identify potential challenges, and devise strategic solutions. For instance, the cultural intelligence I acquired through cross-cultural communication training greatly enhanced my ability to navigate international team dynamics. In supplier collaboration, my understanding of logistical intricacies ensured on-time project completion.

Challenges Encountered and Solutions

Technical Challenges

While inaugurating a novel store, our journey was punctuated by a series of intricate technical challenges that were inherently tied to the formulation of the store's layout and the meticulous procurement of requisite equipment. The distinctive demand to preserve an authentic Mexican ambiance while diligently adhering to regional laws and regulations imbued these challenges with heightened complexity. The task of concocting a blueprint that seamlessly amalgamated a genuine Mexican thematic essence with the demands of modern equipment presented me with initial quandaries on feasibility and pragmatic application. The team's immediate reaction mirrored a spectrum ranging from animated enthusiasm to cautious contemplation, stemming from realizing the formidable task of harmonizing historical richness with avant-garde innovation. This assortment of challenges impacted the team's unity, engendering an unmistakable sense of camaraderie and a collective ardor for addressing these challenges head-on. The intricacies of the challenges catalyzed forthright discussions, dynamic brainstorming sessions, and a shared dedication to weaving novel tapestries of solutions. This fertile collaboration ground nurtured an ecosystem where divergent viewpoints coalesced into a symphony of innovative ideation.

To navigate through the labyrinthine challenge of designing the store's layout while adroitly orchestrating the acquisition of equipment, we meticulously marshaled a strategic approach, marked by multiple layers of intricately woven stages that encompassed meticulous planning, comprehensive research, judicious architectural considerations, and a finely orchestrated execution phase. Each step was executed with surgical precision to ensure the seamless integration of historical heritage while delicately addressing the practical imperatives of the business. The collaborative ethos was an instrumental bedrock in surmounting the technical hurdles. Collaborative synergies with accomplished

designers, architects, and domain experts facilitated an alchemical amalgamation of contemporary retail design with the timeless elegance of traditional Mexican aesthetics. Their sagacious insights functioned as compass needles, deftly guiding the team along the delicate equilibrium between pragmatism and cultural authenticity.

Within the design phase, we engaged in a riveting foray of experiments that spanned across diverse layout configurations to achieve the nirvana of optimal equipment placement without compromising the thematic narrative of the store. This iterative dance of trial and error emerged as a potent vehicle for assessing diverse setups, culminating in a landscape of well-informed decisions. The expedition into local regulations unfurled a tapestry of intricate nuances encompassing construction codes, zoning ordinances, and stringent safety benchmarks, thus necessitating a penetrating exploration to ensure the design remained well-ensconced within the realms of legality while simultaneously retaining the ineffable aura that we yearned to bring to life. It was within this fertile crossroads that creative synthesis unfurled its wings—where contemporary kitchen appliances seamlessly intertwined with timeless décor components, a culinary symphony that encapsulated the harmonious fusion of heritage and modernity, adroitly addressing the perennial challenge of optimizing spatial utilization.

In addition, the embrace of technological challenges was epitomized by the meticulous research that unveiled local regulations and sourcing intricacies, fostering a comprehensive understanding of the legal landscape while navigating the intricate pathways that would ultimately lead to the fruition of our vision. This facet of the journey evoked the spirit of detective work, with our team delving deep into the legal archives to decode the complex hieroglyphics of regulations and ensure that our design remained harmoniously attuned to the legal symphony. Moreover, acquiring equipment spanned a panorama of interactions with suppliers and vendors, a delicate dance that demanded astute negotiation skills, an unwavering commitment to quality, and a profound understanding of the subtle dynamics underpinning successful business relationships. This facet of our journey underscored the essence of adaptability as we tailored our communication and negotiation strategies to resonate with the distinct cultural sensibilities that each supplier brought to the table.

Cultural Challenges

In the vast tapestry of a global work milieu, cultural challenges emerged as a leitmotif, resulting from the multifaceted contours of communication modalities, workplace mores, and latent expectations that metamorphosed worldwide. This symphony of diversity came into stark relief when navigating interactions with local employees and suppliers, where the varied hues of cultural expressions became all too apparent. A poignant example emerged during team meetings, where the variegated communication styles of colleagues from disparate countries played out in vivid chiaroscuro. Some members wielded the brush of an indirect and consensus-driven approach, while others brandished the pen of direct and assertive communication. The chasm of misinterpretations and potential pitfalls beckoned in the interplay of these diverse styles, occasionally casting a shadow upon the theater of collaboration and the stage of decision-making. These cultural fault lines necessitated an elevated

awareness and unparalleled flexibility in our engagement strategy.

In our zealous quest to bridge these cultural chasms, we embarked on a multi-faceted odyssey encompassing cultural awareness exercises strategically orchestrated to forge connections across the cultural divides. The cornerstone of this expedition was a sincere endeavor to decode the communication style of each team member, imbued with an empathetic reverence for their preferences while simultaneously ensuring that the sacrosanct corpus of pivotal information was conveyed with a crystalline clarity. This cultivation of active listening and the nurturing of flexible tendrils within our communication fabric gave me the skillset to nimbly adapt to the diverse communication landscapes that emerged while engaging with colleagues of myriad backgrounds. This alchemical transformation in our approach was akin to calibrating a sonorous symphony—where we fine-tuned our notes to harmonize with diverse crescendos. Envisioning a more inclusive workspace, we unfurled the canvas of cross-cultural training sessions for our team, a montage designed to elevate our understanding of the diverse pantheon of work standards, communication idiosyncrasies, and the diverse choreography that accompanied decision-making processes.

Within the kaleidoscope of comparative analysis that sought to juxtapose technical and cultural challenges, an unmistakable commonality stood out—the transcendent value of effective communication, the ineluctable role of adaptability, and the leonine resolve to foster original thinking. The realization dawned that irrespective of the tapestry of challenges, the gift of adept communication and the mastery of keen listening were universal elixirs that bolstered our fortitude. Moreover, the luminary of flexibility was an omnipresent star in our constellation of approaches, serving as a compass that adroitly guided our course as we navigated the uncharted waters of evolving circumstances. The crucible of technical and cultural challenges collectively refined our acumen—engendering a treasury of transferable skills encompassing adaptability, synergy-building, and the mettle of critical thought. These skills form the bedrock that equips navigating the labyrinthine corridors of multifarious challenges that characterize the professional vista.

Moreover, the discerning thread seamlessly woven through our journey was the invaluable mentorship that emerged as a steadfast beacon amid the labyrinth of challenges. The seasoned experts who generously shared their insights and wisdom served as the North Star guiding me through the seas of uncertainty. Their tutelage paved the way for a harmonious fusion of contemporary acumen and time-honored knowledge, an amalgamation that breathed life into our solutions. Their mentorship extended beyond mere technical guidance, transcending into fostering a culture of collaborative innovation—an embodiment of the spirit of unity in diversity.

Reflection and Growth

During the course of the internship, I found myself confronted with a myriad of challenges that extended far beyond the realm of technical intricacies and cultural differences. These challenges, although demanding, were instrumental in cultivating a profound sense of growth on both personal

and professional fronts. The crucible of adversity allowed me to nurture qualities that are pillars of effective leadership and professional resilience. As each challenge arose, it became a platform for me to test and enhance my capacity for resilience. This experience instilled in me a belief that setbacks are not roadblocks but rather springboards for growth. This newfound resilience has become a guiding light, illuminating a path through the most formidable challenges.

In parallel, adaptability emerged as a critical trait that took center stage throughout the internship. The fluid nature of the project required an agile mindset, a readiness to pivot, and the ability to recalibrate strategies at a moment's notice. This adaptability was not merely a response to changing circumstances; it was a transformative process that allowed me to embrace change as a catalyst for growth. Navigating through uncertainty and embracing the unknown became second nature, reshaping my perspective on change from something to be feared to something to be adopted.

Furthermore, the intricate challenges that were encountered refined my problem-solving skills into a finely tuned instrument. The multidimensional obstacles necessitated a holistic approach that combined critical thinking, creative ideation, and strategic analysis. These skills were instrumental in propelling the project forward and have become an integral part of my problem-solving repertoire, applicable to any scenario that demands an innovative approach. The lessons derived from overcoming these challenges extend beyond immediate application. They have fundamentally shaped my outlook on future decisions, imbuing me with the confidence to tackle complex problems with a growth-oriented mindset. This perspective shift has laid the groundwork for approaching obstacles as opportunities, failures as stepping stones, and hardships as catalysts for learning and development.

Moreover, the internship was a masterclass in the dynamics of cross-cultural collaboration. The diverse teams we worked with underscored the pivotal role of cultural intelligence in effective leadership. Navigating through varying communication styles, work norms, and cultural sensitivities highlighted the importance of empathy and active listening. This experience solidified the notion that inclusive leadership thrives on diversity and that embracing cultural differences fosters innovation and enriches the fabric of teamwork.

Lessons Learned and Future Approaches

The difficulties brought about a range of feelings, including exhilaration, skepticism, and resolve. We persevered through obstacles as a team and together sought answers. I had a sense of success and confidence in handling challenging circumstances. Overcoming obstacles has a good effect on both group and individual morale. Team members became closer and more united due to their cooperative efforts and successful problem-solving. After analyzing the techniques, we identified the benefits of our flexibility and collaborative problem-solving strategy. However, there were times when cultural differences led to misinterpretation, highlighting the need for improved cross-cultural training.

Due to the adaptability and flexibility incorporated into our strategy, our initial project schedule and

the actual execution were well aligned. This alignment enabled me to address unanticipated difficulties without materially departing from our initial goals. We could become better by starting future projects with more thorough cross-cultural training. This would make it easier for team members from various cultural backgrounds to communicate and work together.

We will prioritize foreseeing future technical and cultural obstacles based on our expertise throughout the planning stage. Thanks to this proactive strategy, we can create mitigation solutions in advance. My academic courses' lessons had a real impact on how we solved problems during the internship. The core ideas of global marketing, supply chain management, intercultural communication, and strategic management heavily influenced our choices. Our ability to modify our communication style in response to cultural subtleties was mainly aided by the knowledge we obtained from cross-cultural communication classes. The efficient logistical setup for the new shop was made possible thanks primarily to the principles of supply chain management.

The cultural insights gained through cross-cultural communication classes have considerably affected our strategy for handling cultural difficulties. We concluded that promoting inclusive communication and accepting cultural diversity is essential for project success. We now actively attempt to comprehend other viewpoints and have adopted more inclusive communication tactics due to the experience. This strategy improves teamwork and creates a more peaceful workplace. The ability to overcome obstacles has given me vital talents that work well in various professional scenarios. These include effective communication, flexibility, and sharp critical thinking, all crucial to determining our continued development and accomplishments. The difficulties also highlight the importance of fostering a growth-oriented attitude and a committed approach to continuing learning. An essential tactic for succeeding in constantly changing corporate environments is to view obstacles as opportunities for growth.

Most Rewarding and Least Rewarding Responsibilities

Working with the local workforce to plan the shop design was one of the most fulfilling internship tasks since it allowed the student to combine their academic knowledge with their creative talents to create a visually appealing and culturally relevant store environment. On the other hand, dealing with unforeseen equipment supply delays brought about by logistical challenges took too much work. Nevertheless, this event demonstrated the importance of careful contingency planning and provided insightful information about the complexities of actual supply chain dynamics.

Recommendation for Future Students

I fully advise prospective students considering GBM 495 to enroll at La Michoacana Elite. The company's multinational setting provides an unrivaled chance to obtain practical expertise in

managing a worldwide corporation. For students hoping to succeed in international business, the learning possibilities offered by being part of a diverse team, overcoming cross-cultural obstacles, and contributing to practical projects are essential. Students have a unique opportunity to apply what they learn in the classroom to real-world situations because of the company's dedication to cultural relevance and its expansion plan. My development as a potential future global company leader has been considerably influenced by the difficulties I faced throughout my internship. This experience is a fantastic steppingstone for career advancement because of the encouraging team environment, focus on teamwork, and exposure to many business operations aspects.

Impact on Overall Education Program

I would admit that the program has changed my mindset significantly for the best. I now have a focused goal that I am confident I can be able to scale down and achieve bit by bit as long as am perseverant. This shift in knowledge, ideas, and expertise has developed in me as a result of the application of the new theoretical concepts, and exposure to solving real-world issues in my industry. I believe this connection has not only validated the relevance of my academic studies but has also elevated my understanding of how these concepts manifest in actual business scenarios. I now understand how the ability to adapt, communicate effectively across cultures, and approach problems from multiple angles are crucial skills for success in the global business landscape.

Overall Evaluation and Justification

I would definitely rate the internship experience as an "A" level experience as it has been a transformative journey that seamlessly melded academic theory with practical application. The alignment between my academic major and the company's domain provided a strong foundation for understanding and tackling challenges head-on. The technical and cultural challenges encountered were diverse and demanding, requiring a combination of critical thinking, adaptability, and cross-cultural communication skills.

My contributions to the project demonstrated a deep understanding of theoretical concepts and their real-world applications. The solutions devised were innovative and practical, showcasing a mastery of problem-solving and strategic planning. Integrating insights from cross-cultural communication courses greatly facilitated effective communication and collaboration within the diverse team. The growth I experienced during the internship, both personally and professionally, was substantial. Overcoming challenges cultivated resilience, adaptability, and creative thinking, all crucial attributes for effective global business management. Applying academic concepts to practical scenarios demonstrated the relevance and effectiveness of classroom learning.

The ability to adapt to changing circumstances, as exemplified in the alignment between the initial project plan and its execution, underscored the value of a well-rounded and flexible approach to

project management. The lessons learned from technical and cultural challenges extended beyond the immediate context, enhancing my problem-solving skills and cultural intelligence for future endeavors. The support and mentorship provided by experts within the company further facilitated successful project execution. The team's ability to collaborate, innovate, and synthesize diverse viewpoints underscored the strength of teamwork in addressing complex challenges.

Conclusion

Overall, I had the best internship experience any intern would wish for at La Michoacana Elite, as the program allowed me to bridge theoretical learning with practical global business management. The coursework's emphasis on international finance and cross-cultural communication seamlessly translated into tasks such as adapting marketing strategies and managing complex supply chains during the internship. Collaborative problem-solving, adaptability, and effective communication were pivotal in overcoming technical and cultural challenges. This immersive experience spurred personal and professional growth, solidifying the practical application of academic knowledge. Armed with cultural intelligence and innovative problem-solving, I am better equipped for effective global business leadership. This internship highlighted the transformative power of challenges for growth and learning in the dynamic global business landscape. (Hofstede Insights, n.d.)

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