

For Itochu Singapore

HOW TO EMPLOY NEW GRADUATES

21 March 2014

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Objective

Now, to inform ITOCHU

Which way is the most effective?

Outline

Objective

① SNS

② Career fair

③ Brochures

④ Websites

Conclusion



Interviews & Questionnaires

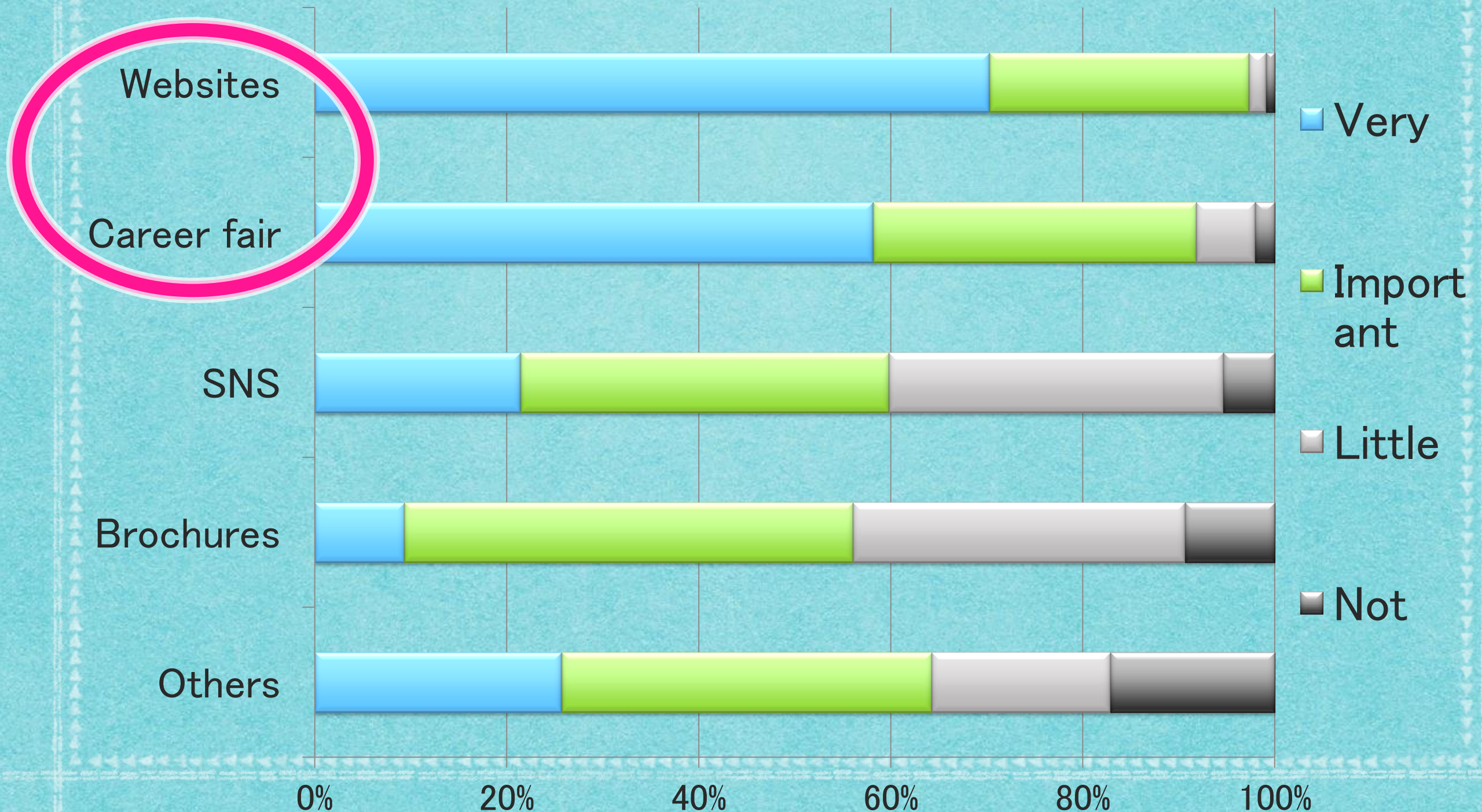
Questionnaires for 54 NTU students & 57 NUS students

(Total 111 students)

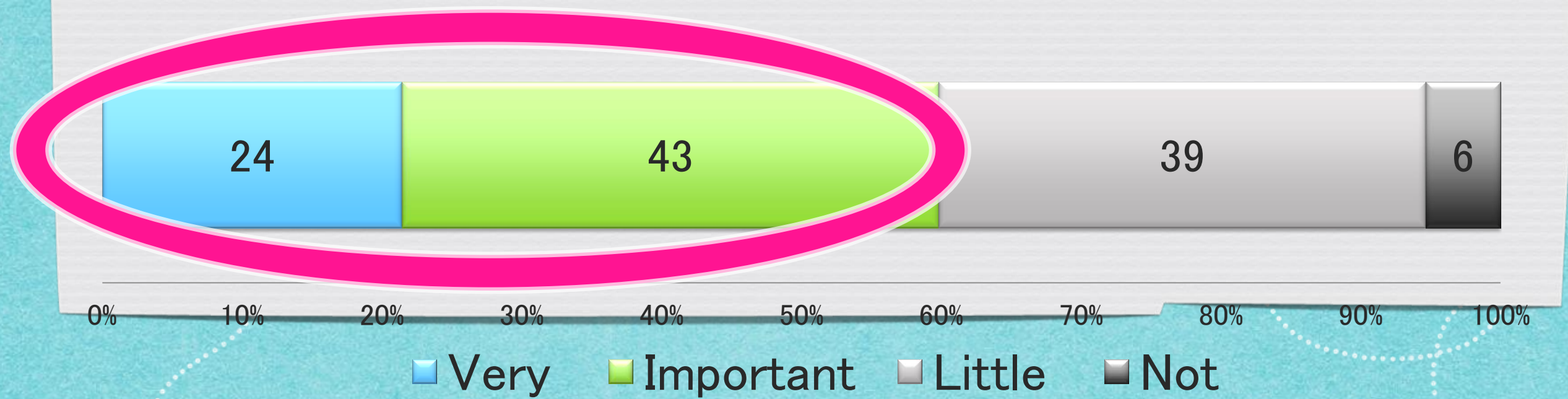
On 17th & 18th March, 2014



Q1 How Important Is It to Get the Information?

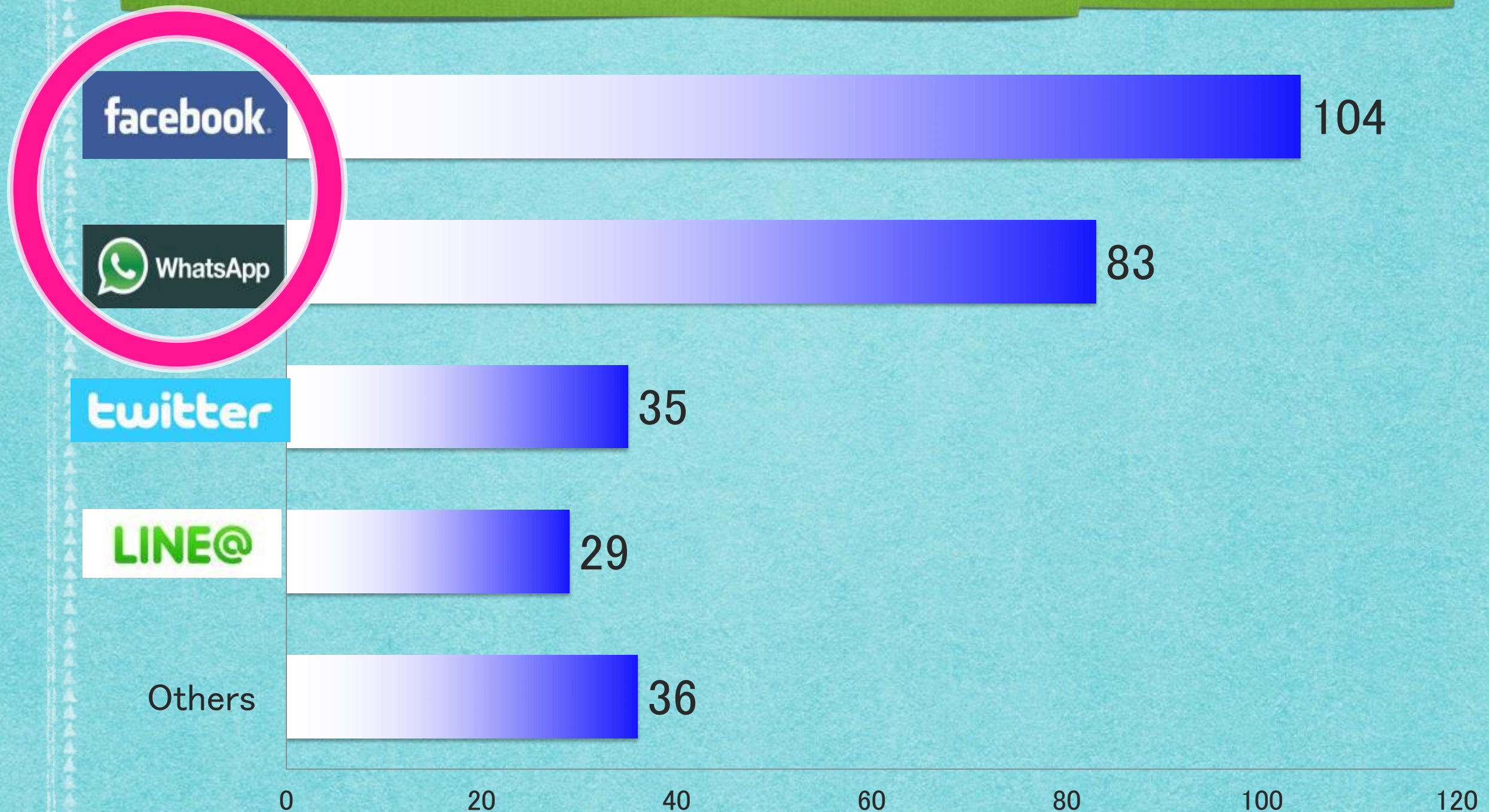


① SNS




Q3 Which SNS Do You Use?

Total 111 students



SNS Ads Effect

❖  → most popular

only check already know or like company

❖  → not so popular in Singapore

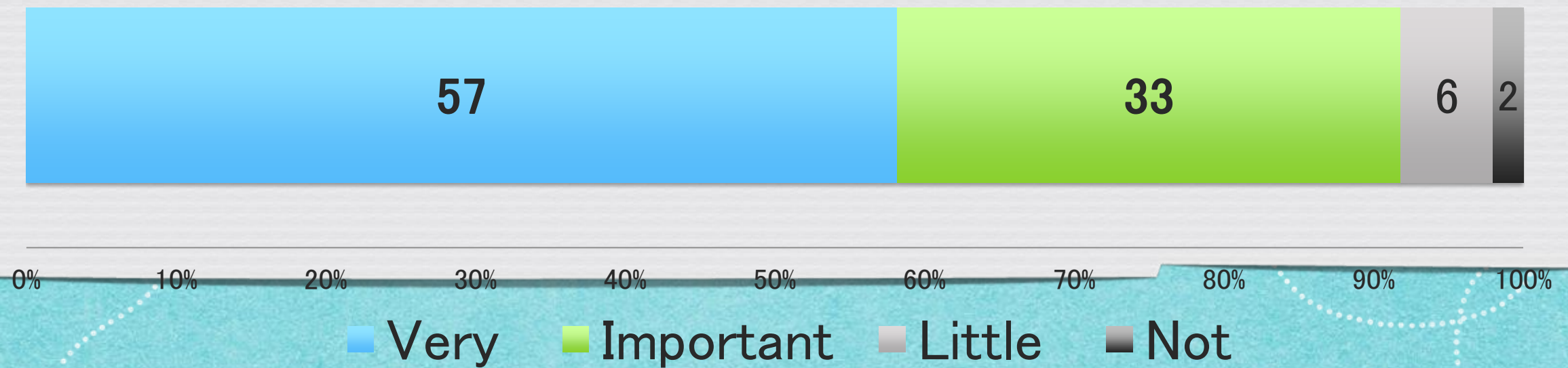
black soon after getting stamps

❖  → popular in Singapore instead of LINE

no company page

NOT
EFFECTIVE

② Career fair



Career Fair

FOR WHAT?

Interview : **Brochures**

= **1 : 2**

WHICH BOOTHS?

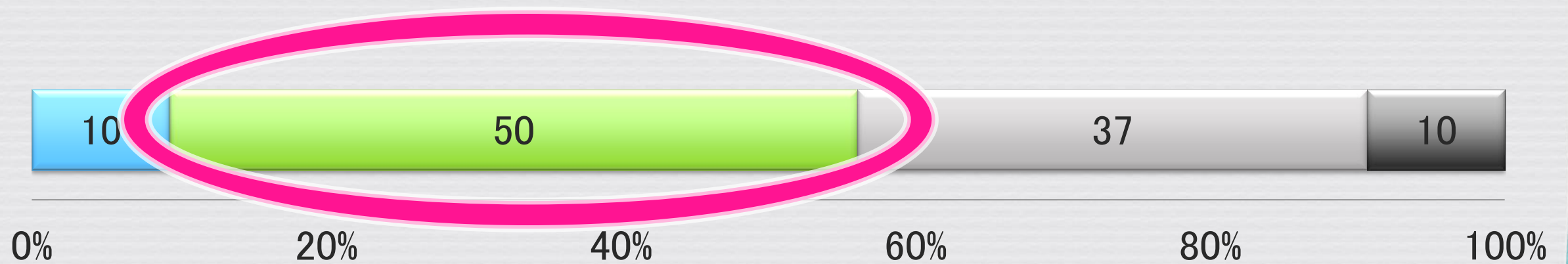
Some go to unknown
company booths!!



Career Fair



③ BROCHURES



■ Very

■ Important

■ Little

■ Not

Brochures

- Some people don't watch at all
- Get them at career fair
- To be known → ***IMPACT***



Phone stand



Book marks

Hanging Advertisements

Bus Singapore ~ Malaysia



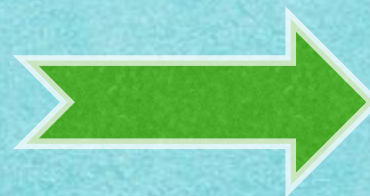
@NUS bus



- Colorful
- Shape

Links

- Quick Response code
- Uniform Resource Locator



④ Website

Present

Awkward
to use

Too small

brank!!

Too many letters
Trouble seeing

More
modulation

brank!!

Proposal –(i) Top Page

CLEARNESS!!!

- ✓ The name of c
- ✓ The bigger let
- ✓ Top sections
- ✓ Pictures

ITOCHU SINGAPORE PTE LTD
About Us
Business Areas / Trades
Related Companies
ITOCHU Global Network
HR & Career
Useful Links

ITOCHU
ITOCHU

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TOP | ABOUT US | BUSINESS | LINKS | CAREERS

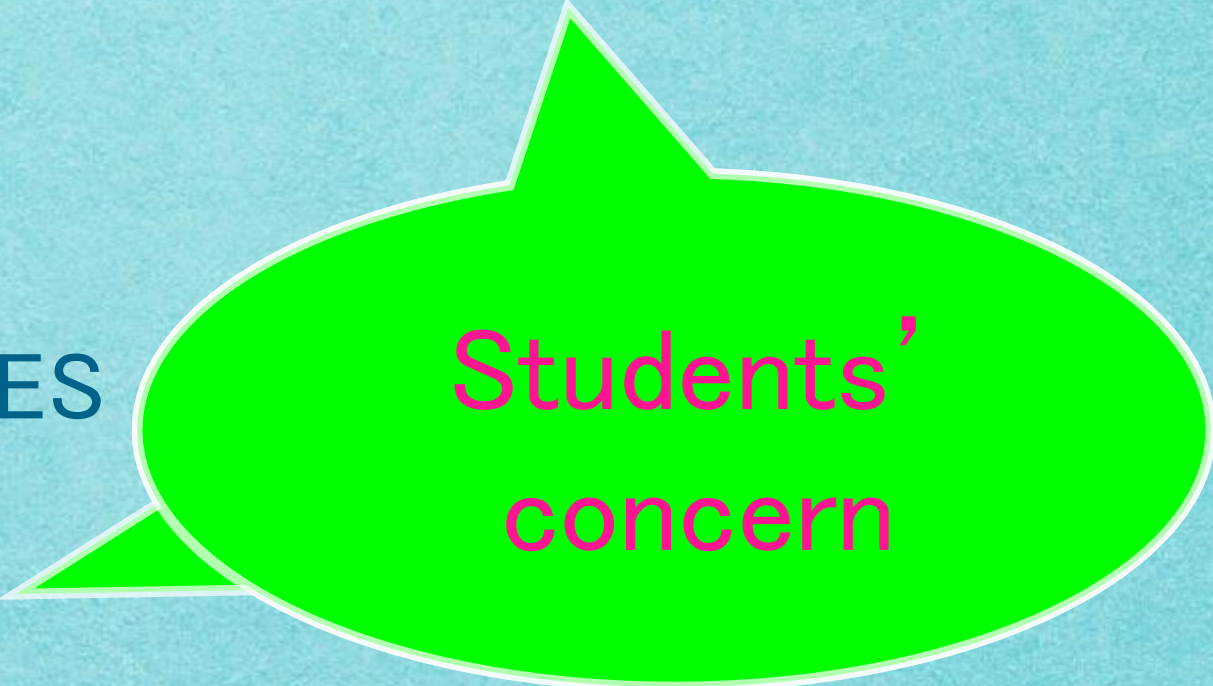


WHAT'S NEW

abcdefghijklmnopqrst
vwxyzabcdefghijklmnop
opqrstuvwxyzabcdefgh
ijklmnopqrstuvwxyz

Proposal – (ii)About Us

- i. COMPANY HISTORY → What's ITOCHU?
- ii. ORGANIZATION
- iii. MISSION & VALUES
- iv. CONTACT US



Students'
concern

Proposal – What's ITOCHU?



ITOCHU SINGAPORE PTE LTD

TOP | ABOUT US | BUSINESS | LINKS | CAREERS

What's ITOCHU?



Itochu is *Japanese* company, SOGO SHOSHA. SHOSHA mainly do the works like distribution, the finance, IT.

And Itochu does especially the finance. We think about the future things of the world.

And help the innovation by investing skilled and promising new fields companies.

Itochu Singapore's fields are Cement & Building Materials, Aerospace & Machinery, Chemical, Foodstuff, and Paper Pulp & Hygiene.

Proposal – Organization



✓ Business images

✓ Clearness

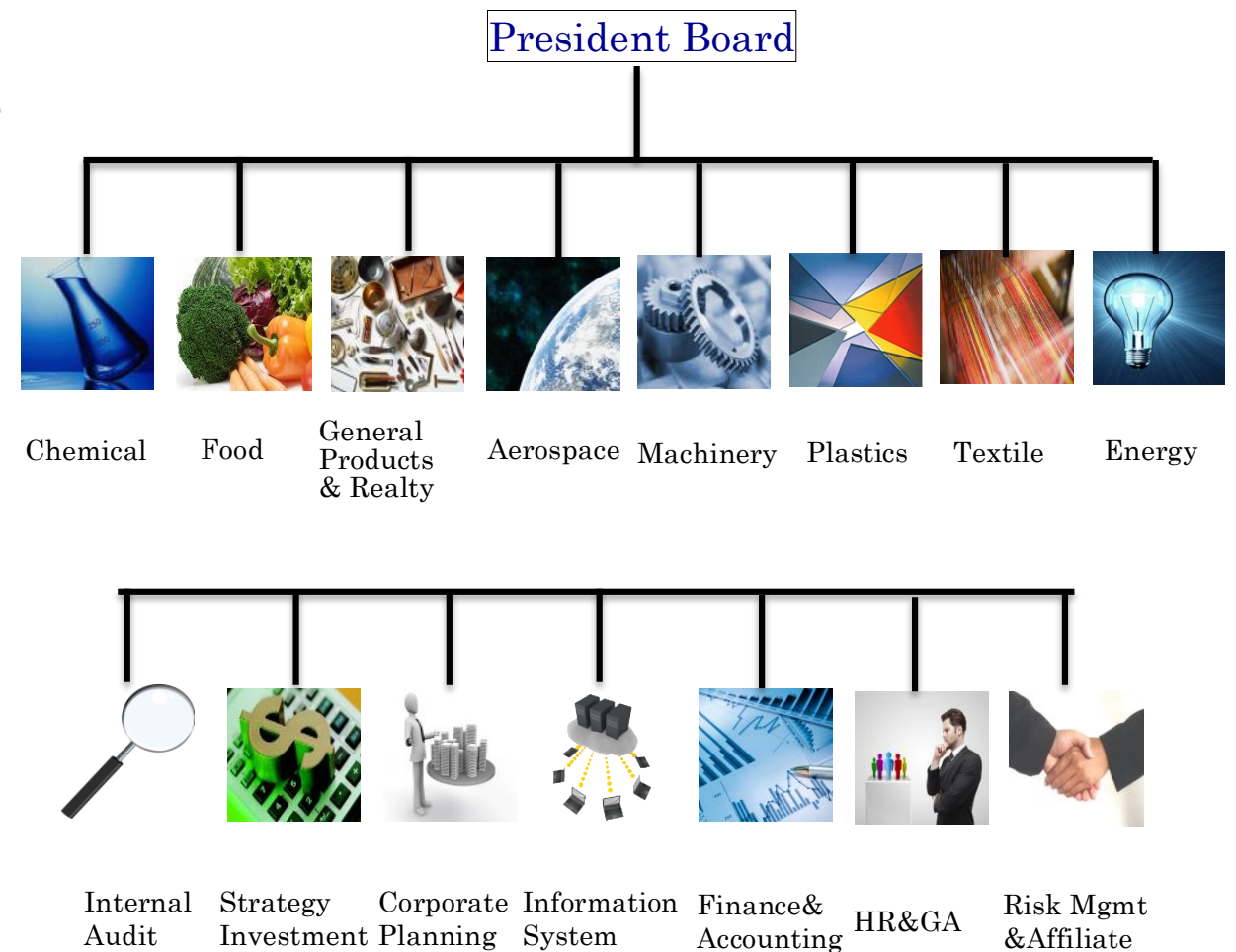
✓ Job scoops



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[TOP](#) | [ABOUT US](#) | [BUSINESS](#) | [LINKS](#) | [CAREERS](#)

ORGANIZATION



Proposal – (iii) Business

Detail ... OK!

Good pictures

Overview ... not easy to look

Link from “ORGANIZATION”

BUSINESS AREAS / TRADES

OVERVIEW

Itochu Singapore, being a subsidiary of Itochu Corporation, has trading business interest in a wide array of business areas and products that affect virtually all aspects of our lives. We have the following business divisions which specialises in different products as below:

AEROSPACE , ELECTRONICS & MULTIMEDIA

Project areas on satellites communications, mobile multimedia, broadband internet, bioinformatics and security equipment.

MACHINERY

Plants for the chemical and power generation industries, transport link ways, huge gas and power projects and ship transportation projects.

CEMENT

The main commodities are Cement, Clinker, Gypsum and Slag.

CHEMICAL

The leading distributor and marketer of organic, inorganic.



OUR SPECIALIZED FIELDS:-

Aerospace & Machinery
Cement & Building Materials
Chemical
Foodstuff
Pulp / Paper / Hygiene (IPPH)

BUSINESS AREAS / TRADES

section also handles related downstream products like cast Acrylic sheet, having invested together with Sumitomo Chemical Japan in a joint venture company, Sumipex (Thailand) Co., Ltd for the production of said cast Acrylic Sheet in Thailand for sales worldwide.



In addition, the section also handles various Intermediate and Specialty Chemicals like additives for the Food, Cosmetic, Pharmaceutical, Plastics, Ink, Paint & Coating Segments; and Inorganic Chemicals for glass in TV monitors.



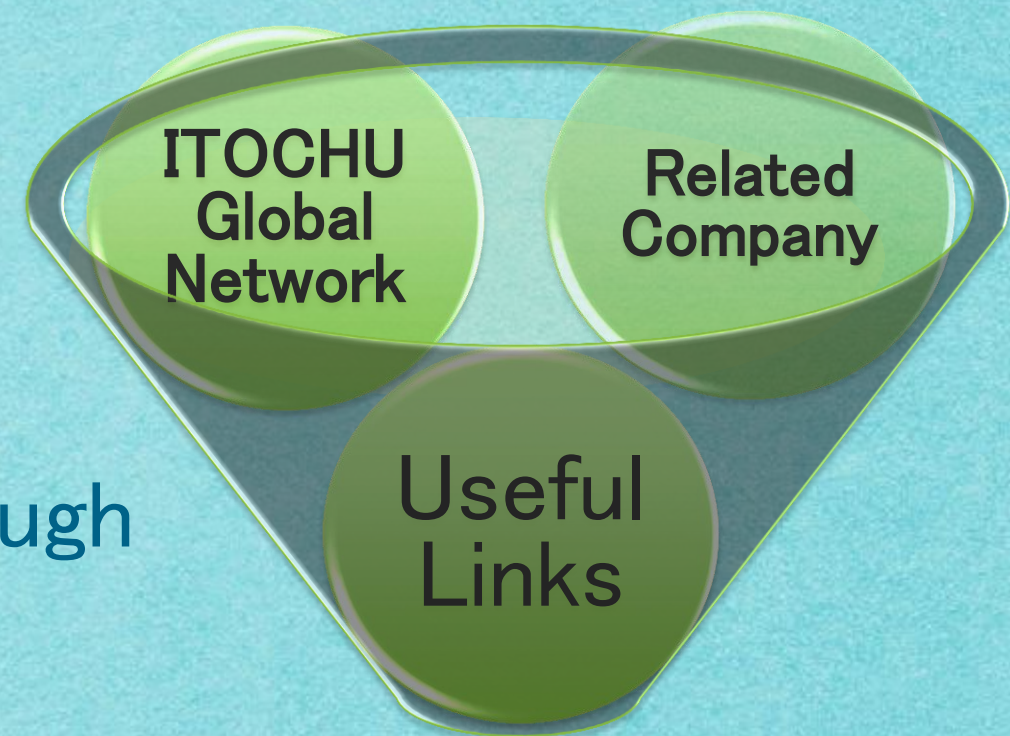
OUR SPECIALIZED FIELDS:-

Aerospace & Machinery
Cement & Building Materials
► Chemical
Foodstuff
Pulp / Paper / Hygiene (IPPH)

Proposal – (iv) Links

- Not so important
- Related Company

→ No list, only below chart enough



↓
Links

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ITOCHU SINGAPORE PTE LTD

RELATED COMPANIES

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[Business Areas / Trades](#)

[Related Companies](#)

[ITOCHU Global Network](#)

[HR & Career](#)

[Useful Links](#)

- Business areas : Asia, Europe, Middle East, USA, South America, Africa
- Achievements / Awards : Singapore 1000 Company 2006, Global Trader Program
- Products & services and other relevant information.
- Sales and purchase of crude oil and oil product

ITOCHU SYSTECH SINGAPORE PTE LTD

136 Joo Seng Road #03-01

Singapore 368360

Website : <http://www.systech-itochu.com.sg>

ITOCHU
COMMITTED TO
THE GLOBAL GOOD

MARUBENI-ITOCHU STEEL PTE LTD

2 Shenton Way #07-02 SGX Centre 1

Singapore 068804

Website : <http://www.misteel.co.jp>

Marubeni-Itchu Steel Pte Ltd was established on 1 October 2001 from a strategic joint venture between Marubeni Corporation and Itochu Corporation.

Proposal – (v) Careers

Like Japanese HPs <http://career.itochu.co.jp/student/index.html>

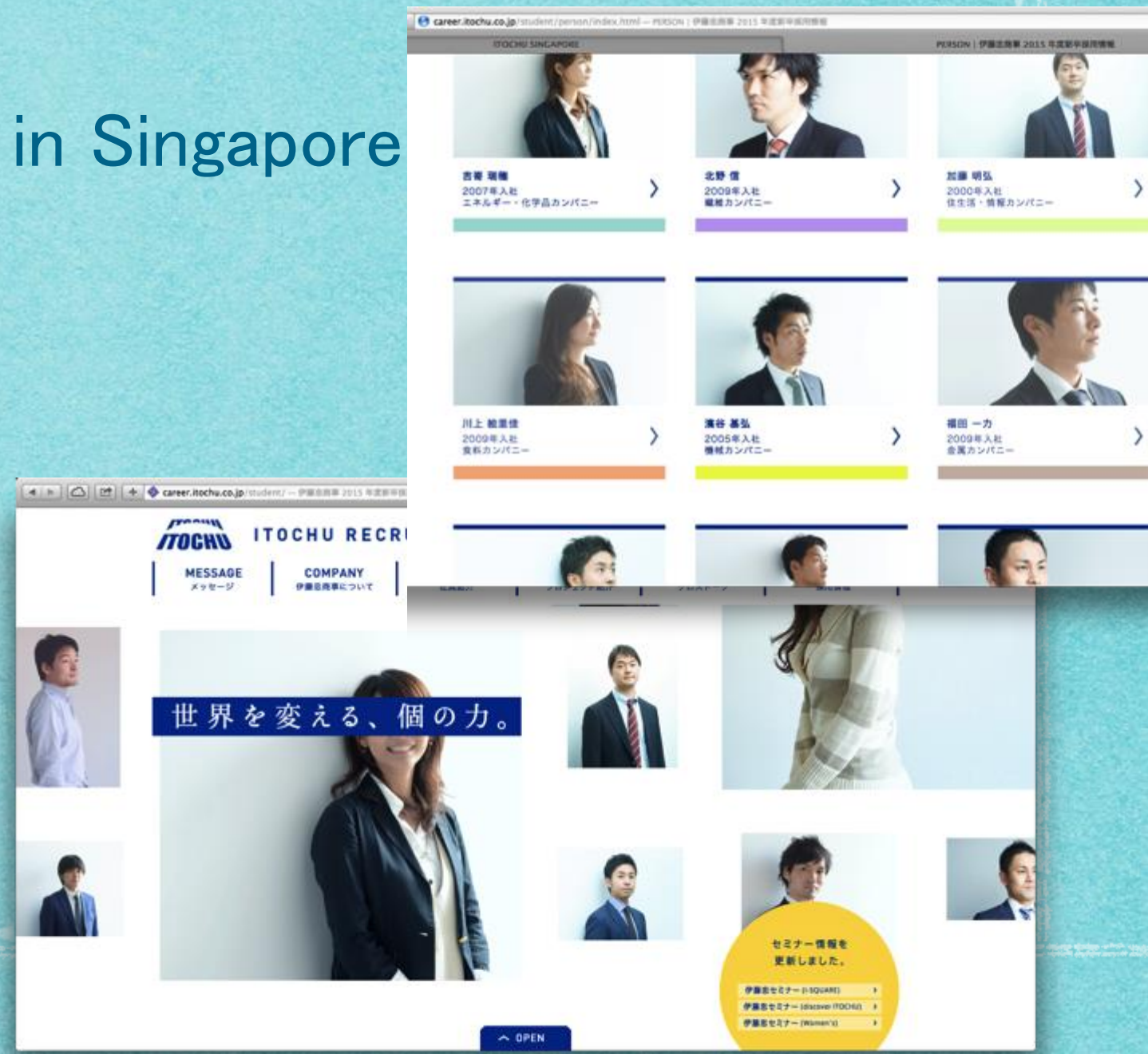
Good but not so popular in Singapore

Contents

Messages, How to apply,

Event schedule, Internship,

Working environment



What attracts graduates?

① Various job scoops

→ Easy to find the work in their fields

② Important job even at 1st year

③ Good salary ← Clearly!!

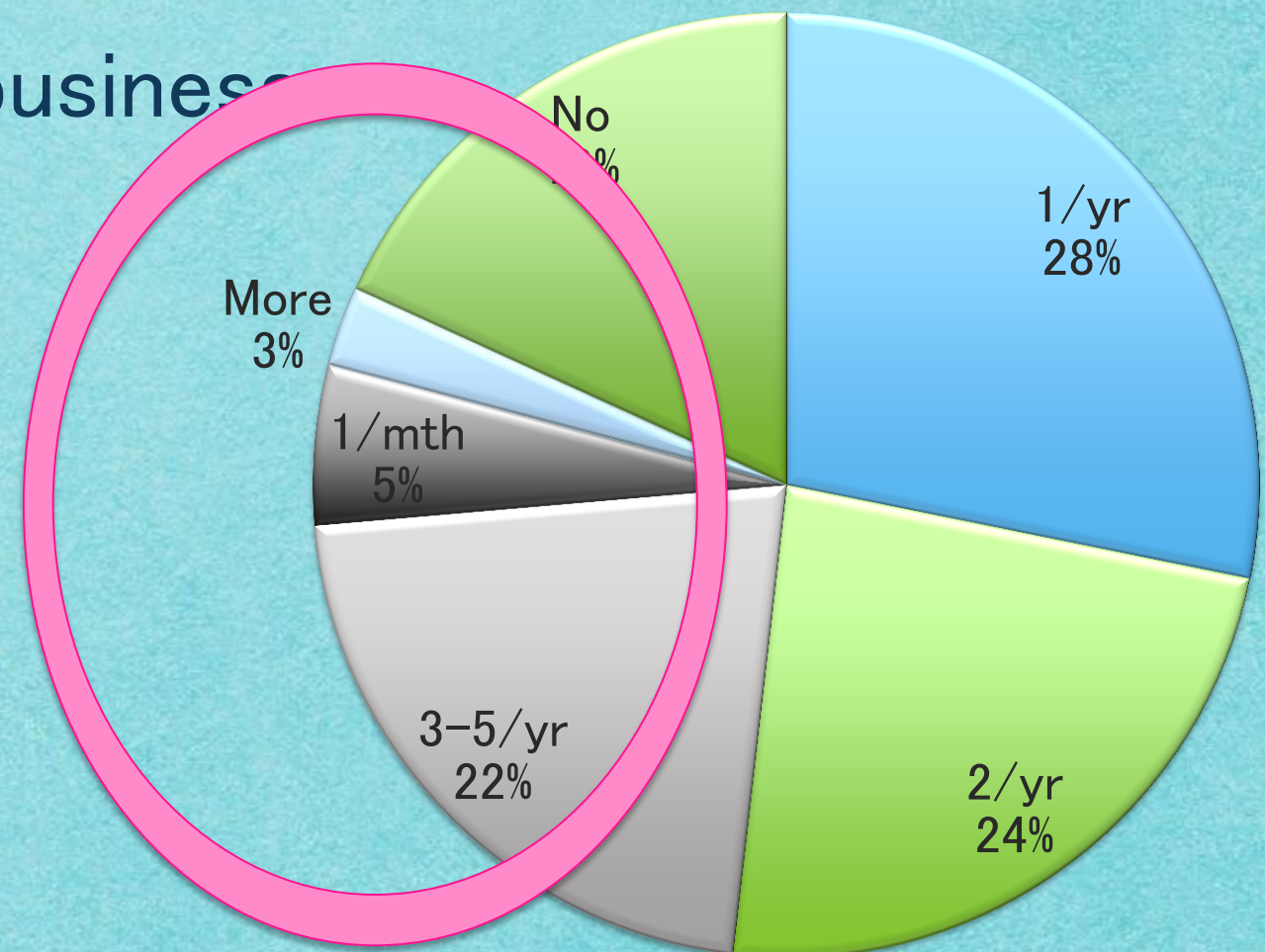


PAY FOR
PERFORMANCE!!

What Attracts Graduates?

④ Many business trips

Q3. Do you want a lot of business trips? And how often?



Conclusion

- ① SNS
- ② Participate in career fair @ university
- ③ Brochures should have impact
- ④ Websites renovation

“Thank you for listening”

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