These reports describe industry sectors and career paths of interest to Ted Rogers School of Management students and alums. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni, and the University Business Librarian.

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A Day in the Life of a Retail and Visual Merchandising Intern

We had a conversation with Jessica Kim, a Ted Rogers student, in her 3rd-year in the Retail Management Co-op Program.

In her previous work term, she worked as a Retail and Visual Merchandising Intern at PUIG Canada.

PUIG Canada's portfolio includes brands such as Carolina Herrera, Paco Rabanne, and Jean Paul Gaultier to name a few. They aim to further wellness, confidence, and self-expression while leaving a better world.

Within this report, Jessica shares what type of work she did, the software platforms she used, and some advice for students who are interested in learning more about this interesting career path.

in Jessica Kim

PUIG

Q: **What did you do on a "day-to-day" basis in your current role?**

A: The most exciting part of working at Puig was that my day-to-day was different every day. At Puig, we worked with a house of brands including Paco Rabanne, Carolina Herrera, Jean Paul Gaultier, and Nina Ricci.

At our Retail department, my Manager and I worked closely together to manage these brand fragrance lines all across Canada at retailers like Sephora, Hudson's Bay, and Shoppers Drug Mart. I got to be part of major projects and collaborate with our Marketing team as well.

Since Puig worked in a hybrid environment, on the days I was in the office, I worked on administrative tasks such as creating & revising planograms, planning events & displays for retailers, and allocating & distributing resources to our field team across the country. Together with my Manager, we also did regular store visits to our flagship doors to make sure that our brands were up to the standard and to research our competitors.

During my internship at Puig, I also participated in the planning and executing of two semi-annual National Sales Meetings. Alongside my team, I also represented booths for our brands at conferences such as the Shoppers Drug Mart Beauty Conference, and Sephora Brand Summit.

Q: What technology platforms do you use in your role?

A: **Outlook and Zoom** were the main platforms our team used for all of our internal and external communication. All of the in-person and virtual meetings were scheduled through these two applications.

Microsoft Excel was the one application I used the most during my role at Puig. Our team used Excel to organize most of our events and tasks including resource allocation, fragrance launch calendars, inventory, ROI analysis, event planning, etc.

Power BI was an application that Puig recently adopted. We were trained to use the program for store/account executive performance analysis, resource allocation, ROI analysis, etc.

Adobe Photoshop and Microsoft PowerPoint were used to create most of our visual content. Our team used Photoshop to create mockups for future events and projects and also used PowerPoint to present these mockups to our brands, retailers, and vendors.

Notion was not formally used at Puig, but I found this note application to be very helpful throughout my Co-op work term.. I kept track of all of my tasks and upcoming due dates on Notion to make sure that nothing was missed, in addition to using the application for meetings agendas.

Q: How does your industry impact the world?

A: The retail industry plays a significant role in driving economic growth and creating employment opportunities worldwide. Firstly, it enables people to access the goods and services they need, thereby improving their quality of life. Additionally, many retailers are adopting sustainable and eco-friendly practices to reduce their carbon footprint and contribute to the fight against climate change.

Secondly, the beauty retail industry provides a platform for smaller and independent beauty brands to reach a broader audience, promoting entrepreneurship and diversity within the industry. Lastly, the retail sector fosters innovation and technology advancements that can benefit other sectors (such as transportation and logistics), leading to increased efficiency and productivity.

Q: Which industry trends should our students at TRSM be aware of?

A: Students who are interested ib in retail management should keep themselves informed about the latest industry trends and developments to stay ahead in their careers.

Here are some key trends worth noting:
- e-commerce: online shopping has become increasingly popular, and retailers need to be equipped to offer seamless omni-channel experiences to their customers.
- artificial intelligence (AI): AI can help retailers with demand forecasting, inventory management, and customer service, among other things.
- social commerce: social media platforms are becoming an essential tool for retailers to connect with their customers, promote their products, and offer personalized shopping experiences.

Overall, retail management students should keep an eye on emerging technologies, changing consumer behaviors, and global economic trends that can impact the retail industry.

Q: What advice would you provide a Ted Rogers School student who aspires to work in your industry upon graduation?

A: If you aspire to work in the retail industry upon graduation, here are some tips that can help you succeed:

- Gain relevant experience: Look for internships, part-time jobs, or volunteer opportunities that can provide you with practical experience in the retail industry. This can help you develop essential skills, network with professionals, and gain insights into the industry.

- Build your network: Attend industry events such as the ones held by TRSM, join professional organizations, and network with industry professionals to build your network. This can help you learn about job opportunities, connect with mentors, and gain industry insights.

- Develop key skills: In addition to industry-specific knowledge, you will need to develop key skills such as communication, problem-solving, and leadership. These skills can be acquired through coursework, extracurricular activities, and volunteer work.

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Staff Contributor
Charmaine Kwong
Charmaine is a Co-op Coordinator who is a big believer in growth mindset. Her background in teaching and employment counseling allows her to build meaningful relationships with students and guide them as they #staygritty and #staycurious while navigating through their Co-op journeys.

Student Contributor
Muneera Ali
Muneera is a 3rd-year Business Technology Management student working as a Project Coordinator at the Business Career Hub. She is interested in self-development, gaining meaningful experiences, and strives to pursue a career in the ever expanding field of Information Technology.