

2017 PII Internship Report
PFU Limited, a Fujitsu company
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This summer, I interned as an intern in the New Business Development team at PFU Limited, a subsidiary of Fujitsu Japan. During the internship, I had the opportunity to learn about marketing and apply my understanding of marketing to create a pricing scheme and a promotional strategy for the team's photo-sharing app, Coislu. I applied to the internship to improve my Japanese in a business environment and to gain a more in-depth understanding of Japan.

PFU Limited is a technology company that mainly specializes in producing hardware and software for business management such as scanners for businesses, automated indicator readers for factories and check-in counters for hospitals and convenience stores. Aside from business-oriented products, PFU Limited also develops consumer-oriented products, an area my team was focusing on at the time of my internship. My team was very small – I was working with two other employees in a department of about 20 people. I really appreciated the small size of the team because I was given more responsibility and felt more comfortable making suggestions.

I commuted by train every morning for a work-day that started at 8:30 AM and ended at 5:15 PM. My schedule was very similar on a week-by-week basis: I started the week by doing research on topics such as our team's targeted demographic's preferences and competitors' services, then proceeded to compile a document, usually a PowerPoint, to communicate my findings and suggestions on what actions to take. Aside from regular briefings and brainstorming sessions, I also participated in 'English Time', an activity created by my team to encourage the department to communicate in English. From these experiences, I improved my ability to communicate my ideas and findings in Japanese – although I still have difficulty with sentence structures and grammar, I was able to substitute words that I did not know with simpler words and be less self-conscious about making mistakes along the way.

Having only taken Japanese for one and a half year and having no experience in marketing before I started the internship, I struggled at first with reading through market reports in Japanese, comprehending what team members discussed during meetings, and making suggestions for the app. However, my team members were very accommodating of my lack of experience in Japanese and marketing, and tried to guide me through assignments. As time progressed, I was able to take

ownership of my work and requested more responsibility than my team members initially intended for me to complete. The most rewarding aspect of the internship for me was that very opportunity to make contributions to the app beyond what was initially expected of me – I designed a new graphic identity for the app to better suit our new demographics and made suggestions on a tiered pricing model for our service that would reduce upfront costs for our users.

Finally, my experience outside of work was amazing. With a better knowledge of English and more time, I could understand and communicate better with my host family over dinners, TV programs or cooking. I also hung out with my coworkers after work – we went on a day trip to Shirakawa-go, an UNESCO heritage near Ishikawa.



My department threw me a birthday party after lunch at work



Shirakawa-go, UNESCO World Heritage