

The Enterprising Internships Programme gives students the opportunity to work in a Social Enterprise within the West Midlands during the summer.

Momena Ibrahim, a 2nd year undergraduate, studying Political Science & International Studies, undertook a 4 week internship at Aidem Digital as a Market Researcher. Aidem Digital are specialised in developing and deploying digital media projects with a social purpose.



In her role, Momena was involved in carrying out research on 'online advertising' for DESIblitz (a digital magazine targeted at global communities of South Asian origin), in order to provide beneficial independent market research to the company directors. This involved carrying out surveys on 200 members of the public and 10 businesses, both face to face and via phone, following which Momena was responsible for creating a report as well as presenting her findings to senior members of the company.



What were your main achievements?

'My main achievements were gaining **confidence** and working **independently**. Initially it was difficult to speak to businesses confidently when asking them to carry out market research for us, however after practice I managed to complete the task with confidence and ease. Also my confidence with delivering verbal presentations was definitely increased by my experience in the internship. Speaking to the public too was a bit daunting initially.'

Indi Deol (Managing Director):

'Momena has done everything off her own back, I had given her guidance on what we wanted to achieve, however she has been instrumental in pushing the project forward and managing her own time and has just ran with it!'

What aspect of the internship did you most enjoy?

'I really enjoyed working with the team at DESIblitz, as they were all very friendly and supportive. It was nice to work in an environment grounded upon **teamwork** and **friendship**. I also enjoyed being in control of my work. As my job role was independent I had the **freedom** to carry out the task in the way I found most suitable.'

What skills have you developed?

'I would definitely say I have improved my **time management** skills, as I had no choice but to complete the task, and it was my responsibility to achieve the results. I have also improved my **communicative skills** in order to retrieve the market research.'

How has this internship benefitted you for your future?

'The experience has definitely given me hands on experience of working in a competitive business. When applying for work experience or graduate schemes in the future, I would now know what is expected from an intern/student.'

Momena is still working at Aidem Digital on a part-time basis, following being offered the opportunity, and has formed a great working relationship with the wider team!