During my summer internship at CMR, I learned a lot about consulting. Located at the financial center in Shanghai, CMR is a consulting firm with a lot of experience and a deep knowledge of the Chinese market. The office is really nice, and the working environment’s great. One thing I like most about the office is the big round table in the middle. The managers and the business analysts often have presentations and discussions there. Another thing I really like about the office is the large white boards; whenever we have group meetings, we write down our thoughts on the board, and it was really great for communication.

On our first week at CMR, we were introduced about some of the projects they’ve done in the past. I think it’s really impressive that they have consulting experience in many different industries. The manager also held a speech workshop for the interns. We learned about how to present to the client. We also learned about how to convey your thoughts effectively, for instance, having a gesture of holding a “magic box” in front of you.

During the first week the interns also go out to have work lunch in the area. There’re many other large companies in the neighborhood, so everyday during lunch there’s tons of people. We tried out some of the best dishes in Shanghai and various cuisines, including Japanese sushi box, Korean stone bowl roast rice, Chinese stir fry veggie and seafood, and western roast meat and salad.

One of the most interesting projects we did during the internship is the basketball camp project. Boston Celtics is thinking about having a market entry plan in China; they’re curious about whether Chinese kids are interested in attending US basketball camps, and whether parents are excited about this. We spend two weeks going site visit and conducting interviews on the street. We visited some of the most prestigious camps in Shanghai, including the NBA Yao school, Liqiuping basketball camps, Active Kidz Shanghai, and Laville basketball camp. We interviewed parents and coaches about their opinion on basketball camp popularity in China. Some of the questions we asked the parents are, “If your kid’s interested in going to basketball camp in the US, are you willing to send them there?” We got some really interesting answers from the parents. Later we compiled all our interview results and made a powerpoint on the market strategy for Boston Celtics basketball camp market entry plan in Shanghai.

During the internship we also had a lot of fun. For instance, once we went on for a field trip to the NYU Shanghai. One of the managers at CMR was invited to give a presentation at the university, so we went with him. The manager gave a Chinese market analysis on one of the marketing class summer session. We learned a lot and we made good friends with some NYU people.

In conclusion, my summer experience at CMR is amazing. I would like to thank all the amazing people at CMR for having me this summer. I learned a lot. And I would like to thank CCE for providing me with such incredible opportunity of an internship experience in Shanghai.