



UNIVERSITY  
*of York*

**CAREERS**

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## Internship Bureau Case Study

### **Business Marketing Internship - Sinclair Properties, Summer 2016**

Established in 2000 Sinclair Properties is York's leading provider of high quality private sector accommodation, for both students and academic staff. Operating from one office in Heslington, serving the University of York and one on Lord Mayor's Walk, serving York St John University, they employ 11 full time and 3 part time staff.

Website: <http://www.sinclair-properties.co.uk/>

#### **Matthew Tharme, Management Studies, Third Year**

Matthew's internship at Sinclair Properties focused on an investigation into the benefits of using an established tablet based mobile work sheet system, suitable for their maintenance team.

Matthew organised and oversaw a 30 day trial and provided a summary report of the advantages and disadvantages and how such a system would integrate with their Office software.

#### **Beatrice Watson, Sociology, Second Year**

Beatrice's Internship focused on researching and developing a comprehensive consumer survey for Sinclair clients and customers. Beatrice conducted the surveys and evaluated the results before submitting a report on how the company needed to improve their business.

Beatrice also reviewed the company's website, focusing on its style, design and content and looked to improve it by reviewing other award winning property websites as well as gathering feedback from students.



#### **ABOUT SIB RECRUITMENT**

All employers are given the opportunity to interview a shortlist of applicants, ensuring that the right intern is selected by the business itself.

In their applications students are asked to outline what makes them a suitable candidate for the internship, and why they are interested in working for the company. To find out more visit [www.york.ac.uk/careers](http://www.york.ac.uk/careers) (for students) or [www.york.ac.uk/employers](http://www.york.ac.uk/employers) (for employers).