

UNIVERSITY OF CARTAGENA

**Strategies to eradicate the paper waste in my practicum site**

by

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## **Abstract**

I did my practicum in the Caribe jewelry in the second half of the year 2018. I worked in the company as a sales consultant, mainly attending cruise groups with visitors, mostly foreigners, who came to receive a tour in the emerald museum. My job was to generate profits for the company through my language skills, previous sales preparation and knowledge of emeralds, as the jewelry's precious gemstone.

To be able to make the sales it was necessary to use tools such as paper mainly to make discounts, also to make us understand with customers, first because on many occasions customers did not speak a language that sales consultants could understand and secondly because at the time to make transactions in dataphones what is going to be charged to the client must be done in Colombian pesos, figures that scare customers, so the explanation of the conversions from dollars to pesos must be done through paper.

During my work as a sales consultant, I found that in all the stores of the jewelry there is an excessive use of paper, in which, although they were necessary for efficiency at the time of sales advice, represented a waste of paper that could be reused and that when discarded they contribute to the contamination of the air, water and soil by the chemical components that are used for its production. In addition to representing a negative impact on the atmosphere due to the felling of trees that are those of the main oxygen generators.

Within the jewelry we did not have training in the rationalized use of paper that was used, so there is no Zero Paper policy within the company at least within the sales room, where the problem is aggravated.

## **Introduction**

At the moment of the creation of a company, it is automatically generated an innate desire that all the financial and human effort will result in a success; situation that is only achieved with the proper management of tools that facilitate the making and execution of daily decisions and one of them is technology.

Indeed, jewelry stores are no exception and due to the nature of their economic activity, it is necessary to incorporate certain elements that are compatible with the security and sophistication of this type of business.

Now, as a requirement for obtaining a professional degree in Foreign Languages I carried out the practicum in the Caribe Jewelry and in it I was able to identify the existence of certain circumstances related to the management of resources that, when ran out, generated a financial and environmental expense such as the frequent and daily use of paper for the optimization of jewelry sales.

From the analysis of the consequences that this problem generates, I researched about the possible solutions and concluded that the most efficient, modern and environmentally friendly is the use of digital tablets and acrylic boards that, in turn, facilitate interaction with the client creating a didactic and quick understanding environment.

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## **1. Context and Expectations**

### **1.1 Context and background of the practicum site**

I was working in the Caribe jewelry. A jewelry store that has 6 points of sale throughout the city and two emerald museums, both located in one of the three stores in downtown and in Bocagrande, where the latter is the main headquarters. On a daily basis, it receives visitors from several countries around the world for its attractions in the museum such as “Petra”, the largest emerald matrix stone found in Colombia, as well as an exhibition replicas of pre-Columbian gold pieces and the Beryl Room.

All the jewelry’s sales consultants are trained in emerald knowledge, customer service and security. The trainings take about two months and are given by a specialized teacher for the preparation of their workers in the deep knowledge of the emerald from its beginnings to the whole process they suffer to become a polished stone and therefore to have successful sales. Upon receiving visitors of foreign origin, the vast majority of sales consultants master several languages, including English, Portuguese, French and to a lesser extent Italian.

In addition to the sale of jewelry, the company has a jewelry school, where in addition to training future jewelers, they also have the opportunity to work in the company. All Caribe jewelry jewelers are previously trained within the school and then get involved in the jewelry workshop.

Inside the workplace, visitors are received and given a brief explanation in the museum (only at the headquarters where there is an emerald museum), then they are given access to the showcases so they can watch the jewelry sets in silver, gold and in some cases in platinum, and also loose pieces of polished and unpolished emeralds. Visitors who do not wish to buy are kindly dismissed and customers are treated patiently.

Sometimes for time reasons, explanations and quick sales should be made in large and small groups, so the jewelry has a digital system to make sales more efficiently. During the high cruise seasons they are received from small groups of 4 people to large groups of approximately 50 people each.

## **1.2 Mission, Values, Objectives and Origins of the Company / Organization**

A jewelry store that was founded by brothers Alfredo, Ricardo and Luis Eduardo Díaz Alfaro, on March 27, 1983 in the city of Cartagena de Indias. Starting as a small workshop, the jewelry store grew exponentially over the years until it became a family business that provides quality and innovation jewelry in Cartagena.

The company between 2000 and 2011 had the opportunity to open to the international market through the creation of two stores in Spain and Panama. From where a new way of selling jewelry was acquired attracting visitors through the exhibition of unique pieces of emeralds and the visit to replicas of emerald mine tunnels.

### **Mission**

Caribe Jewelry is a family business specialized in manufacturing and marketing fine jewelry with Colombian emeralds. Our product is the result of the combined work of expert jewelers and high technology in jewelry. We offer our visitors an innovative experience in which

the concept of store and museum is combined, where the satisfaction of our visitors and knowledge about the emerald prevails: based on the integral development of our human capital, a broad social sense and high quality standards.

### **Vision**

To be an internationally recognized brand in 2022 for its high quality jewels and its innovative methods of commercialization and visitor service, being our axis, the Colombian emeralds. Caribe Jewelry will be consolidated at the national level as a high-quality jewelry center and a learning and knowledge generation center related to the emerald.

### **1.3 Organizational Structure**

The company is managed primarily by the three owners and bosses who are Mr. Alfredo, Ricardo and Luis Eduardo Díaz. Second, in each of the jewelry stores there is an administrator and a co-administrator, who is usually a sales consultant but is to be replaced if the administrator is absent. Third, there are the sales consultants.

### **1.4 Expectations**

Being just an apprentice who was going to do an internship for work immersion, the expectations were very high. I hoped to be able to have an integral growth, where I could not only learn to know how to sell an emerald jewel, but also to know how to act in the moments that were required, to share with my new partners and if it was possible to make new friends.

I wanted to show everyone that I could be able to become a good sales consultant that was important for the company beyond the knowledge in two languages, also to be a person who is always willing to work, stay with a good attitude, listen to others and learn from the experience.

In addition, among my greatest wishes was to be for our visitors / customers a great help in the museum and jewelry and if possible, generate connection and subsequent remembrance in them.

## **2. Clientele & Co-Workers**

Although the jewelry store receives both national and international clients, its objective clients are cruise passengers, those who arrive in the city for a few hours and who want to keep a souvenir of the city and Colombia. These usually come from couples to groups of 3 to 30 people, and are usually foreigners of US, European and Latin American nationality.

Moreover, the company offers its services to young adults who want to buy for themselves or for their families or friends, and also to older adults who are living in their pension stage. Although the company has products that are more directed towards a female audience, men are the ones who make the most purchases, so advertising is directed for both genders.

The jewelry store has a website that is in Spanish and English, where you can consult information about the emerald and its care, the location of the stores, the history of the company and reviews of other buyers that attract the confidence of the future clients, in addition to a place to book visits to the emerald museum, telephone numbers and contact emails.

In addition to attracting its customers, the jewelry makes partnerships with cruise lines so that cruise passengers can reach the emerald museum and have discounts on jewelry. Also, it makes associations with the city guides that are the ones that bring the groups to the stores.

### **2.1 Challenges in the workplace**

The speed of the sale. One of the biggest challenges within the workplace is to make a sale in the groups that come from the early cruises, it has to be quick because usually the cruises tend to leave at noon and cruise passengers do not have enough time to stay long in the stores, so this type of quick sales require techniques that convince the customer and be effective. The problem is not only that everything has to be done quickly and run the risk of losing sales, but sometimes because of the speed can make mistakes in the invoices that can mean serious problems within the company.

Another challenge was the presence of jewelry stores around. In general, there are always sales in the jewelry store but many times the income of customers is affected because they enter other jewelers and increase competition in the sector. So, many times you have to resort to discounts or invite customers from the outskirts of the street.

The non-arrival of customers due to road closures or stoppages. Sometimes the arrival of buyers is affected by external factors such as road closures within downtown by TV or movie productions and the realization of sports marathons. The stoppages of taxi drivers and other means of transportation also affect since they do not allow the displacement of the buyers to reach the stores.

Delay or advance in the arrival of the cruises. On many occasions the arrival time of the cruises to the city varies, which makes many times the sales consultants have to arrive at earlier hours than usual or in case of delay of the cruises, the advisors must stay up to hours later in the night, which means a bother after a long day at work.

The arrival of several groups at the same time. It is common to happen that up to 3 groups of buyers can arrive at the same time. What makes the number of advisors look minimal

compared to the crowd that arrives and that has to be addressed for explanation in the museum.

The groups that arrive can be from cruise ships or hotel.

### **2.3 Intangible aspects of the workplace**

Within the workplace at each of the jewelry stores, there is an air of trust and loyalty as it should be typical of a place where very valuable products are maintained and sold. Every day when arriving at the headquarters, employees greet each other and a good atmosphere is maintained to start the day with positivism. It is in the Bocagrande store where the three bosses are located, so the first thing that all employees do when they arrive is to greet them and then proceed to greet others

Punctuality is one of the most important factors within the company. If there is a delay of more than 15 minutes, the worker is returned, which of course generates negative points within the company and his earnings since he will not be working all day.

Although there is sometimes friction in the sales process, the interaction between workers is generally good. In my experience as a cruise girl (being new) I received support from many of the old workers and they guided me to make a successful sale. I had a lot of advice to be able to leave my fears and receive visitors with a lot of security.

The atmosphere within the company is very formal. Cruise boys respectfully treat older workers, who are usually adults and administrators. As for customers, the respect is even greater

because they want to generate empathy and trust with the person who is willing to buy but it is unacceptable to reach abuse of trust or disrespect.

The worker must always receive and say goodbye to the customer at the door. Regardless of whether a sale was made or not, the client should never be left alone or disoriented.

### **3. Description of the Immediate Supervisors/Mentors**

Throughout my experience in jewelry I had four immediate supervisors, Sindy Vergara, Heylen López, Ana Karina Pardo and Katherine Jiménez. All have the occupation of administrators of the jewelry stores. And within their role, they not only receive the invoices and confirm that they are in correct order but also help in the realization of sales, either in case of missing personnel attending, or also contributing to make a special price so that the sale can be finalized.

Each of them opens the stores and then they open the safes to take out the merchandise and put them in the showcases next to the sales consultants. They are always aware of the confirmed groups of visitors who arrive, so they prepare the advisors and ensure that everything is in order and clean inside the stores.

#### **3.1 Description of the Immediate Supervisors/Mentors effective work habits**

Although the roles of all administrators are the same, not all have the same work habits, since the level of workload is different at the headquarters of Bocagrande and Plaza Bolívar (downtown) than in the other two. Sindy Vergara and Ana Karina Pardo are the administrators of those headquarters, so being in two such active headquarters, they are always moving, pending the proper completion of the museum tours and that customers are never alone. Despite so much burden, Sindy and Ana always do their jobs with a lot of responsibility.

On the other hand, at the headquarters of San Pedro and Calle Román, the administrators Heylen López and Katherine Jiménez have a lower workload, however their work also fulfills it with a lot of responsibility and organization.

### **3.2 Descriptions in the aspects to improve by the Supervisors/Mentors**

In spite of being all the time in the jewelry store and very close to the administrators, it is very difficult to be able to see all their performance throughout the day since groups or people who need to be attended arrive at all times. However, something in which administrators can improve would be in the management of a third language. Although they do not necessarily have to have contact with customers, the administrators help make sales more effective and do so by speaking in English, a language that has been a priority and a useful tool for each of the advisors and administrators, but it is a limitation to when attending customers who speak a different language.

### **3.3 Aspects in which the Supervisors/Mentors have and have not been supportive**

In general, all administrators have been a great support for all and especially the new cruise guys that we entered at the beginning of October. They all supported us with patience, and generated in us a lot of positivism, it is something that I emphasize a lot in jewelry as an organization. I remember that on many occasions Ana Karina met us before starting the day to tell us about the special groups that were coming, she talked to us about how important every day it was for us and that we should make the most of it and also read us readings to reflect and motivate ourselves.

Although Ana was a person who provided a lot of support, the guidance in the early days was not the most effective and sometimes she did not have much patience with the new sales consultants, so for some, including me, it caused discomfort.

#### **4. The Student Role in the company**

##### **4.1 Description of the specific tasks**

I was part of the group that was hired as cruise guys. Cruise guys are requested to work only during the cruise season that runs from October to March. So they do not work throughout the year, and the period from April to September is free. As a cruise girl, I was almost always cited to attend all cruise groups, but she was not cited if the cruise was very few people.

Being a sales consultant as a cruise girl, I had to work on Sundays, which is the rest of the permanent advisers (those who have a different type of contract and who attend both cruise and hotel visitors). And I could also work as a replacement for a permanent worker who needed a rest day.

My duties as a sales consultant were very varied, at the beginning of each day we first had to write our names on a list so that we could be paid for our work day. Then, we had to get the merchandise out of the warehouse. The merchandise is taken out in carts and must be moved very carefully as long as the jewels are not going to be altered.

The sets with jewels are placed inside the showcases and after organized, we had two jobs that were to clean the showcases and count the pieces in gold, silver, sometimes platinum and loose, raw or polished emerald stones. Making the counting of the pieces is extremely important

to keep track of the jewels that are had and those that have been sold on the day, so the counting must be done again at the end of the day.

After organizing the showcases and cleaning them we prepared to receive the cruise groups and according to the order of arrival of the advisors the different tours were made through the museum. That is to say that if I was the first to arrive, I was the first to attend the first client on that day. Usually, it was better to attend the first clients because they come in pairs or small groups and the explanation in the museum is more comfortable and clients can connect better with the advisor than with a very large group.

After the explanation by the museum, customers are taken to look at the polished and crimped stones, ready to be beautiful jewels inside the store. So when finishing the explanation in the store, many are interested in the jewels of the showcases and it is at that moment where we must captivate the attention of the customers and conquer them so that they take a beautiful jewel.

After having convinced the client we proceeded to the invoicing and payment method. The invoices were made on tablets with a special program to make them, in there we enter the code of the stone and the final price we want to give it. At certain times the program collapsed or there were not enough tablets so we had to do manual invoice. At the time of making the payments the dataphones were used and we had to be very careful to make the conversions from dollars to Colombian pesos according to the rate of the day. If cash was received we should write down how much was received along with the client's signature.

In the end we had to pack the jewels in boxes and special bags and then accompany the customer to the door of the store as a sign of respect and gratitude for the purchase.

Many of the explanations were in different languages but the main ones were in English and Spanish, languages that are spoken by all the advisors, however, I was one of the few advisors who knew how to speak French. Sometimes French groups who needed a tour through the museum arrived so, regardless of whether it was my turn or not, I had to go in to attend customers.

At the end of the day we would make a final count of the pieces and we would check if the match with the sold pieces.

The departure as cruise guys varies from that of the permanent workers, the permanent workers have a fixed schedule from 8 am to 6 pm, and the cruise boys finish the work when there were no longer any cruise groups to arrive, that is, if the cruise left the city at 1 pm, the groups had to stop their activities before 11:30 am to be at the port at 12 pm, so those days the cruise boys could leave, after the count at 12pm - 1 pm. It always depended on the departure of the ships.

#### **4.2 The Biggest Challenges**

I had great challenges, and I think the most important was selling an emerald jewel. Throughout my life I had never sold anything to anyone and I could less imagine that it was going to be something as expensive as a jewel, besides I had to do it to foreign people, in a different language and that I had to convince in a few minutes. This was the challenge that determined that I could really do things that I never thought I would do, in addition to growing my self-esteem by seeing that I could be productive for the company.

Another challenge was to make speeches to a large group of people. Every time I saw the large groups coming down the street they gave me a lot of nerves and I wished I was not the one

attending them. However, I was able to overcome my fears and many people felt very comfortable with my explanation and my language skills.

Learning to use the company's tablets was another of my challenges, although it was essential to make sales, many times I needed help from my co-workers. After a lot of practice I was finally able to do it.

Another challenge was to learn as much jewelry vocabulary as possible, in English, French and Portuguese. The latter for the large influx of visitors from Brazil.

#### **4.3 Strengths and weaknesses as an employee**

I have always felt satisfied with the work I had as an employee of the Caribe jewelry. Among my strengths I emphasize that I always arrived early at my work and I was always ready to work. My bosses and co-workers all the time told me that my attitude was good because I was always with a smile on my face. And that was what I always wanted to reflect, a warm welcome to visitors and a good attitude with the other vendors.

Another of my strengths is my command in languages and that was what I felt most secure in. Although I do not have the same fluency with French as I do with English, it is a language that always made me feel safe and made clients interested in me, since sometimes I was the only one to speak French.

I was always very presentable to work and tried to never find myself talking much, much less that they found me watching the cell phone.

Among my weaknesses as an employee were that I felt despondent if I could not make the sale. Many times the success of the sales lies in the attitude that is set when serving the customer. So even if I tried to put a smile on my face sometimes it wasn't enough.

Many times I was very nervous when I was in contact with customers, which was reflected in negative points and therefore not sales.

Every day I always set goals to improve and set sales goals as I was selling. I improved my vocabulary, my confidence in speaking and the confidence in myself that I could do all the things that I proposed.

### **5. Identification of a problem within the company**

To be able to succeed in sales, it is essential to increase in the customer the need to buy and in the jewelry certain elements are used so that there is a correct communication with the customer and arouse in him the interest in having a product as valuable as an emerald jewel. One of those elements is the use of paper.

In jewelry, the prices and discounts that will be made to the jewel that is being offered are detailed by means of writing on paper. It is usually used to take the final price for granted in view of the customer and that he or she is sure that price will not be changed while the invoicing process is done. This is due to the fact that the prices of the jewels in the showcase are labeled in dollars for a better understanding of foreign clients, but at the time of charging through the dataphone it must be done in Colombian pesos, so if the customer is not explained in detail, he may think that he is being overcharged.

For many buyers it is not necessary to ask for discounts when buying jewelry, either by culture or because their purchasing power allows them not to have the need to negotiate prices. So to reduce the use of paper, the prices of products in both dollars and Colombian pesos could be placed in the labels so that there is no need to explain and show from paper the total value of what will be charged on the dataphone. However, this would be completely unproductive since the price of the dollar in Colombian pesos varies almost every day.

Paper is a tool that has a fast and efficient use for sales, but it represents a great negative environmental impact. During my time at the jewelry store I found that cleaning and good presentation are essential, so that every paper that had been used, no matter how minimal it was used, must be discarded. What generates an unnecessary expense of papers that do not deserve to be thrown away and that could even be used on the opposite side, but that in the end this is not done by the "good presentation" that must be given.

The paper used to make these processes comes in blocks of size A6, and several of them are placed in different supports called "plafones", which are rectangular wooden trays with edges on their four sides and do not only keep the paper but also help for the displacement of the jewels through the store while the client looks at other options or to take the jewels to make the invoicing and billing process and subsequent sale.

This would not be a problem if the number of people arriving at the jewelry store was much smaller, however, many groups of cruise visitors arrive every day. The groups can vary between 10, 20 or up to 30 people, so the waste of paper is considerable regarding that in a group of only 10 people at least 3 sheets of paper are spent and there are days where a single headquarters of the jewelry receive visitors from four different cruises. When the paper is finished, there are more paper blocks in the showcases waiting to be replaced

This situation is important because if paper consumption is reduced, the amount of trees that have to be cut down to make that paper is reduced. Trees and other plants contribute to the generation of oxygen on our planet and to the absorption of carbon dioxide, which if found in excess would generate serious environmental problems such as its influence on the greenhouse effect and therefore on global warming. So even if we don't notice it, the amount of paper spent will generate a domino effect that will affect the quality of life of people, who currently live on this planet and future generations.

And not only the problem lies in the fact that paper production decreases the number of trees, but also the impact generated by its realization. Where Chlorine-based bleaches used during paper production releases toxic materials to water, air and soil. In addition, the paper when rotting releases methane, which is 25 times more toxic than CO<sub>2</sub>. It is for all this that it is said that paper and pulp are the third largest industrial polluters of water, air and soil.

(TheWorldCounts, 2014)

As Dinero magazine mentions on its website, “Un empleado en promedio usa 10 mil hojas al año, una cifra preocupante si se tiene en cuenta que para producir una hoja de papel A4 de 80 gr. con celulosa de madera de bosque se usan 10 litros de agua.” [An average employee uses 10,000 sheets a year, a worrying figure if one takes into account that to produce an A4 paper sheet of 80 grams with wood pulp from the forest, 10 liters of water are used.] (“En las empresas el papel pasa de moda”, 2013)

## **6. Proposal for solutions**

### **6.1 Suggestion of meaningful solutions**

Unfortunately, within my experience in jewelry, we were never made aware of any internal regulation policy regarding the reduction in the use of paper, neither during the training we had as future sales consultants nor during the time worked. However, in the other similar jewelry stores, the picture is the same. No one has zero-paper or sustainable policy information within its web pages.

In Colombia there has been no regulation that makes private companies have Zero Paper within their internal policies, however there is in the public administration the Administrative Efficiency and Zero Paper Policy created by the presidency of the republic in the Presidential Directive 4 of 2012. The regulations that consist of “la sustitución de los flujos documentales en papel por soportes y medios electrónicos” [the replacement of paper documentary flows by supports and electronic means] (Presidency of the Republic, 2012) is aimed at public companies but has led many private entities to adopt these policies and put them in practice to minimize expenses in their economy by replacing paper with digital media.

Taking into account the previous problems and the regulations that suggest changes towards a thought of zero paper and digital era we could propose three possible solutions that do not alter the productivity and speed in the company, and that considerably reduces the consumption of paper within the jewelry store.

The first step in solving the problem is to recognize that the use of paper in the company, in order to convince the customer in the sales consultancy, is contributing greatly to an unnecessary expense of recyclable product. It is important that not only the sales consultants are the only ones trained, but all the staff to be convened so that everyone can learn from the good practices for saving paper and reducing waste to the maximum.

The company can create its own strategies or can be guided by different plans aimed at training personnel such as the guide of the House of Representatives of the Colombian state to carry out a zero paper strategy called “Cómo comenzar una estrategia de cero papel en su entidad” [How to start a zero paper strategy in your entity] Where in the first part of the plan it has eight practical activities:

1. Select a leader for the zero paper strategy
2. Make up a work team
3. Document costs and savings
4. Formalize the entity's commitment to the zero paper strategy
5. Reduce the volume of prints and photocopies in the entity
6. Implement the use of digital signatures
7. Implement start-to-end automation in a risk-free internal procedure
8. Implement scan projects in high value processes.

(Bonilla, Almanza and Cruz, 2018)

Also within the guide companies are advised to calculate savings “Una de las razones principales para que las organizaciones implementen estrategias de reducción del consumo de papel es darse cuenta del ahorro a largo plazo en recursos, trabajo y tiempo.” [One of the main

reasons for organizations to implement reduction strategies for paper consumption is to realize the long-term savings in resources, work and time] (Bonilla, Almanza and Cruz, 2018)

It is essential that there is a change without altering the performance of sellers and of course sales. So it is important to invest capital in the acquisition of elements that allow writing on surfaces and that is reusable as would be acrylic boards and tablets.

To solve the problem more quickly it is necessary to completely eradicate the use of papers or blocks and replace them with acrylic boards of size 28x34cm. The size of these boards would be perfect for explanations to customers and to be able to fit comfortably inside the drawers that are in the back of the showcases. So the implementation of these boards within the stores can be short term because it is a process that does not require much time, and also that the boards, markers, inks and cloths are easy to get and are not very expensive.

Within all stores the company uses tablets to make the invoicing and billing process. These were implemented to replace manual invoice and make the process faster and less likely to fail. Invoicing is done through a special program that has the codes and prices of all jewels and must be updated daily so that it can have the dollar rate of the day.

In order for the paper problem to be solved, it is essential that each of the tablets have an application that allows writing as notes or schemes digitally. Writing can easily be done with touch pens for tablets or some conventional pens come with a special surface to use on tablets or cell phones.

The acquisition of new tablets apart from the existing ones would not only diminish the paper but also contribute to the efficiency in making invoices. On busy days, due to lack of

tablets, not all sellers could use them at the same time to make their invoices and therefore making a manual invoice takes the risk of errors and spends even more paper.

## **7. Implementation of plans**

So that there can be a solution to the problem and that it can be carried out effectively, it is necessary to implement a plan that carries a set of guidelines or actions to perform. Given that the plans will be made in the future, so far there is no information on meeting minutes, testimonials or proposals to supervisors.

To analyze the flow of people who arrive at the jewelry store per day, both on cruise days and on normal days to find out how much is the daily expenditure of paper in the jewelry. We would start in that usually one sheet is spent per family (four people) that consults or is buying a jewel, so if we count that of a group of approximately 10 people we would have an expense of 3 papers and in a single large group of 20 people would be using 6 papers. Which means that at least in that group of people 6 boards or tablets would be needed at the same time.

It is necessary to budget how much the total expenditure will be for the purchase of the items, taking into account that to start with the zero paper plan it is convenient to opt for the most accessible tools in the shortest possible time. So the company can make an initial budget for the purchase of boards, markers, inks and cloths. The purchase and entry of tablets that are more expensive can be gradually implemented.

For the purchase of the tablets, the jewelry store could make a free investment loan with a value of 8 million pesos at the end of 2 years, which would yield monthly fees of approximately

\$ 334,000 Colombian pesos plus the corresponding interest rate. The jewelry store can start with the purchase of twenty tablets, and that the billing program and the application for making notes are subsequently installed in them.

In order to write comfortably on tablets, it is necessary that they be accompanied by touch screen pens. If one of these pens costs \$ 3184 for twenty tablets, \$ 63,680 pesos would be necessary.

## **8. Outcome**

### **8.1 Results**

Because the plan has not been realized yet, the results are a projection of what these changes could represent in the company.

The reduction of paper in stores will result in a smaller amount of trees cut down, so it will contribute to the protection of the environment and the management of resources, in this case the paper.

The use of these tools would contribute greatly to the image of the company as it would show a corporate attitude towards environmental protection.

The performance in the company will not be affected because the new solutions to the paper problem also allow its rapid use and therefore good handling in customer service.

Definitely, the implementation of these strategies will bring positive results for the company because these are not sudden changes that workers cannot make or that are difficult for them to learn. In addition, their work will remain the same and will generate good vibes in their customers due to the company's concern for environmental care.

## **8.2 Conclusions and recommendations**

Although the company had previously worried about energy saving, it is important for it to follow the path of sustainability within its environmental scope with a zero-paper policy at least within the sales room that is the place where the problem is accentuated, in order to grow as an integral company that seeks customer satisfaction by providing quality jewelry and at the same time being an environmentally committed company.

Caribe jewelry is one of the largest companies in jewelry sales in the city and attracts a large number of visitors, so with the launching of the zero paper plan it would become the number one jewelry store in Cartagena in the implementation of these policies.

## **8.3 Learnings from experience as a Caribe jewelry worker**

My work in the Caribbean jewelry made me become a different person. I was no longer the same university student who only studied and received money from her parents, but made me transform into a woman who is able to fend for herself since she could generate her income with the remuneration of her work and effort.

From before I started working I received great support from my bosses who had more confidence in me than what I had for myself, but that over time it was increasing and that growing confidence was represented in sales of which I had never thought I could do.

One of the lessons that my work leaves me as a sales consultant is that everyone should be trusted and at the same time do not trust anyone. By this I mean that in a business that generates as much income as the sale of jewelry is, trust within the workplace is essential. For example, if you have your belongings somewhere in the store, it is unacceptable that some of your things are lost

because if something not as expensive as a worker's belongings is stolen, the risk of an emerald jewel being stolen is greater.

On the other hand I learned that the work must be separated from personal relationships between sales consultants, this is something that should not only be done in this type of business but in any company because personal feelings should not alter the labor field. When there is a job such as sales advice where you earn by commissions it is complicated to trust someone because he can change his thoughts and attitudes by not having commissions to his advantage.

Being the best in foreign languages does not make you the best persuader of foreigners for sales, nor being the most skilled in sales advice ensure you will always sell. To be successful in sales it is necessary to be patient, because as much as you try to persuade a person if they don't have the money to pay, they will not buy a thing.

These are the things I have learned to apply in future workplaces, patience, trust and respect are of the values that I applied most in my place of practice and that are important to keep in life.

## 9. References

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