Faculty of Business of Administration
AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH (AIUB)

INTERNSHIP AFFILIATION REPORT ON

"Activities at Digital Unit and Technology Department of GIM Digital Truck"

An Internship Report Presented to the Faculty of Business Administration in Partial Fulfillment of the Requirements for the Degree of Bachelor of Business Administration (BBA)

Supervised By
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19-40177-1
Management Information System

Date of Submission: 24.08.2022

INTERNSHIP AFFILIATION REPORT ON

"Activities at Digital Unit and Technology Department of GIM Digital Truck"

Letter of Transmittal

August 24, 2022

Mr. R. Tareque Moudud
Director
Office of Placement & Alumni (OPA)
American International University-Bangladesh Kuratoli, Dhaka.

Subject: **Submission of the internship report on Activities at Digital Unit and Technology Department of GIM Digital Truck**

Dear Sir

It is a great pleasure to hand in the internship report titled (Activities at Digital Unit and Technology Department of GIM Digital Truck), which was assigned to me as a partial requirement for the completion of the degree of Bachelor of Business Administration (BBA).

It is my honor and privilege to work for a leading organization in Bangladesh and to gain an in-depth knowledge on different areas. Throughout the study, I have tried my level best to accommodate information as much as I could, which I thought were relevant and informative. I tried my level best to make this report concise and informative.

I am grateful to you for your generous guidance and kind cooperation at every step of my endeavor.

I would be grateful if you would kindly accept the report and forward it to the respective department of AIUB.

Sincerely yours

Muktadir Hasan Mahin
19-40177-1
Management Information System
American International University-Bangladesh (AIUB)

Letter of Endorsement

The Internship affiliation report entitled "Activities at Digital Unit and Technology Department of GIM Digital Truck" has been submitted to the Office of Placement & Alumni, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Management Information System, Faculty of Business Administration on August 24, 2022 by Muktadir Hasan Mahin, ID#19-40177-1. The report has been accepted and may be presented to the Internship Defense Committee for Evaluation.
(Any Opinion, suggestions made in this report are entirely that of the author of the report. The

University does not condone nor reject any of these opinions or suggestions).

Md. Mehzabul Hoque Nahid

Internship Supervisor

Acknowledgement

At the beginning, I express my gratitude to Almighty Allah, for giving me the strength, courage, and ability to complete the internship program and the internship report on time following a number of challenges. It gives me great pleasure to express my gratitude to a significant number of individuals for their kind cooperation and support, which helped prepare this report either directly or indirectly.

Firstly, I would like to express my gratitude, from the core of my heart to my academic supervisor Md. Mehzab ul Hoque Nahid, Assistant Professor, Faculty of business administration, American International University Bangladesh, for providing me with constant guidance during my 12-week internship period. His kind support, guidance, constructive, supervision, instructions, and advice motivate me to do this report.

Second, I want to thank Md. Jisan Aftab, Manager of the Digital Unit, Technology, and CRM Department, who supervised my internship. His advice and feedback helped me to understand how to complete this report. I was unclear if I would be able to make a fruitful report, but with his help, I was able to do everything perfectly and on time. He helped me stay on schedule to finish my report, and his thoughts and recommendations were extremely helpful in making it as flawless as possible.

Additionally, I must express my gratitude to my co-worker Tanveer Hossain Tonmoy, a Partner Management Executive, and SM Mehedi Hasan, an Executive. who willingly took my responsibility and gave me a lot of time and shared their professional experiences with me, their suggestions taught me how to work well with everyone in the organization, understand the office culture, also how to deal with all the co-workers of the organization and meet the client's demands.

I also want to extend my sincere gratitude to every GIM Digital Truck employee who supported me and helped to make my time there unforgettable. People from these departments supported me in gaining more practical knowledge, which improved the success of my internship experience.

Executive Summary

As part of fulfilling my BBA degree, I chose this topic because, at my workplace, I have been assigned to complete my internship report on partner management and trip management work.

In this report, I've mainly incorporated my experience working at GIM Digital Truck, especially in the areas of newly joined partner management and trip management. For instance, when we receive trip requests from customers, it's my responsibility to find out the truck for those trips, and after finding connect the found truck with the customer so that the trip becomes successful.

As a student of Management Information Systems, my assigned task was really beneficial for me to understand how a technology-based online transportation company works. One of the hardest working and most important departments in every organization is the IT department. Luckily, I got the chance to work in the Digital Unit, Technology, and CRM Department.

With the support of this team, I've learned how to use business intelligence tools and CRM software, which I believe will be very beneficial to me in the future. Overall, I have discovered GIM Digital Truck to be a really welcoming and encouraging place to work, and I have enjoyed and felt satisfied to have been a part of them for some time.

The overall approach of the report is a descriptive one as it goes into depth about the business operation of GIM Digital Truck. Here both primary and secondary information were used. I have collected direct data by asking my coworkers and supervisor questions, and secondary data sources some related journals which helped me a lot. Although there were some issues throughout the internship and when writing this report, such as too much work pressure and endless responsibilities, I still learnt a lot of things that are discussed in the lessons learned chapter.

The results of this report demonstrate some organizational and technical issues. Examples include the lack of real-time trip updates from companies' customer managers, for this reason, my trip matching work becomes more challenging, insufficient ground support staff, a lack of automation in some areas, and lack of user-friendly app interface, etc.

Some recommendations have been added at the end of this report. I hope this will be helpful to them.

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Chapter 1

Introduction

1.1 Rationale of the Study:

To complete a Bachelor of Business Administration (BBA), we must finish an internship program and submit an internship report. Through this internship program, students can get practical experience, practical skills, and knowledge of the business world. Students cannot become perfect for handling real-life working through classroom study only. The student cannot become perfect for handling real-life working through classroom study only. internships Students can learn about the organizational environment. Because theoretical knowledge by itself is not essential for professional life.

To learn practical activities, I started working as an intern at GIM - Digital Truck, on June 5th, 2022. They offered me a three-month internship program. I was assigned to work in the Digital unit and Technology Department.

This report focuses mostly on the everyday operations of GIM Digital Truck's Digital Unit and Technology Department. This report includes information about the company's background, its services, findings, and suggestions based on the understanding gathered.

1.2 Objectives:

The objective of the study is to Illustrate the overall activities of the digital unit and technology department of GIM Digital Truck

Specific objective:

1. To explore every aspect of the online transportation industry.

2. To demonstrate each department of GIM Digital Truck and the operation process.

3. To explain the activities of the Digital unit and technology department of GIM Digital Truck

4. To describe Salesforce, Power BI, Tableau, and other software also related apps and websites.

5. To discuss practical knowledge and understanding of corporate strategy.

6. To determine the difficulties and challenges encountered by the GIM Digital Truck's digital unit and technology department.

1.3 Background of the Organization:

eJogajog Limited is the brainchild of a team of dedicated and forward-thinking technology industry professionals working from different parts of the world. The goal of eJogajog is to reduce the barriers to commercial transportation and boost Bangladesh's economic growth.

GIM is their first initiative. GIM is an online truck rental marketplace that uses a digital platform to connect shippers and carriers.

GIM & GIM Partner app for Android and iOS is the best method ever to manage logistics for businesses, SMEs, or local carrying. GIM Digital Truck is a way to connect the truck owners with those who require trucks and for the safest products transportation. The focus of GIM Digital Truck is all about trucks. The company is enabling convenient logistics and higher utilization of commercial vehicles with organized freight matching.

1.3.1 History:

GIM stands for Goods in Motion. GIM Digital Truck is a startup company. The journey of GIM Digital Truck has just started in 2018. GIM is an online truck booking marketplace in web and mobile app where truck owners, agents, and drivers can easily get connected to the customers who need various types of trucks. All kinds of trucks are available in GIM. Just with few clicks anybody can hire truck or get trips by using GIM app.

Company Name:	GIM – Digital Truck
Year of establishment:	2018
Address:	1st Floor, Taj Casilina, 25, Gulshan Ave, Dhaka 1212
Company Website	https://gim.com.bd/en/
Founder, Managing Director	Alamgir Alvi
Parent organization	https://ejogajog.com/

1.3.2 Mission:

The mission of GIM is to change the concept of traditional logistics. GIM offers IT-enabled solutions that can solve old challenges by utilizing advanced technology, data science, and machine learning.

1.3.3 Vision:

GIM's aim is to ensure truck rental facilities for several types of enterprises and individual customers.
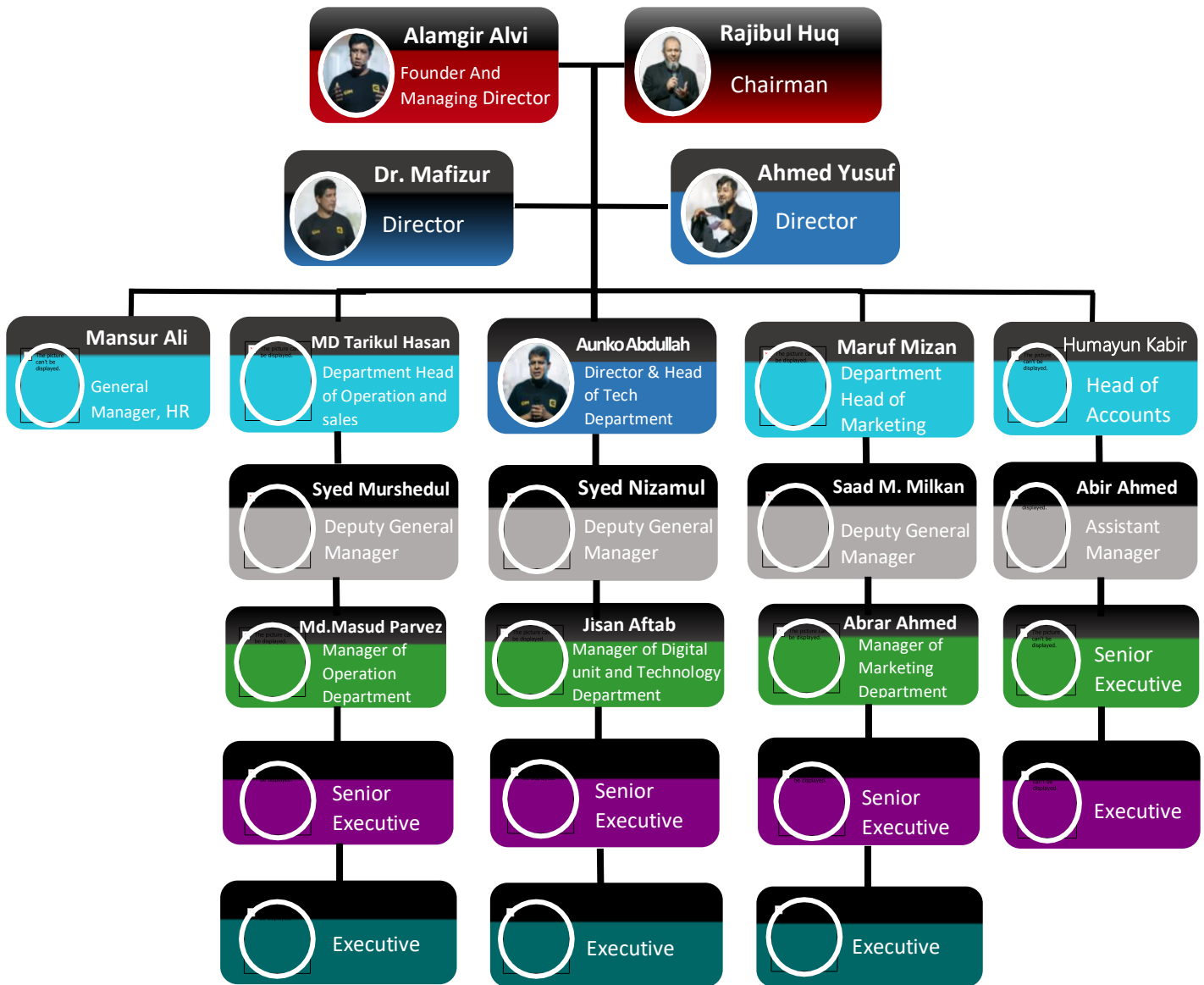
1.3.4 Organization Structure:

Figure 1: Organogram

Chapter 2

Activities undertaken

2.1 Work Related Activities:

I joined GIM Digital Truck on June 5, 2022, and on my first day there I had the honor and task of introducing myself to every GIM employee. I learned about GIM Digital Truck. My position is an internship in the GIM Digital Truck head office Digital unit and technology department. From that day my internship was ongoing and would end three months later on 5th September 2022.

On that day my co-workers Showed me how to use companies' Software tools and technologies that they use for daily tasks. They gave me a personal laptop and access to all the software and tools.

This internship encouraged me to get essential work experience and introduced me to corporate culture, discipline, and teamwork. Everyone who works there is really dedicated to their profession, as well as extremely cooperative and nice with everyone. I was introduced to everyone at the beginning of my internship program, and they all provided me with a general idea of how their offices operated as well as a clear understanding of which areas of the offices I needed to maintain.

They have CRM tools called salesforce, Business Intelligence tools like Tableau and Power BI, and an Admin panel. I use these tools for my daily tasks. In the workplace, my work is primarily about partners, here partners mean truck owners who supply us trucks.

Additionally, I collect various kinds of unstructured data from partners via phone conversations and I input that data into Salesforce (Cloud based CRM tool) and Google Sheet.

During my internship, I did several activities. This is a list of tasks I completed for GIM Digital Truck's digital unit and technology department is given below,

Figure 2: Work Related Activities

2.1.1: Partner Management

Partner management is one of my main tasks, The process of partner management is when a new truck owner downloads our GIM partner app, it's my responsibility to give him a call, and collect his information like, how many trucks he has, which types of trucks he has, which route he prefers for trips, what kind of products they carry, and their business districts. I collect this information from them and input it into the company's CRM tool salesforce. Lastly, I save my name as his account executive with the supervisor's name as an account manager.

He becomes our partner, he is our responsibility, if he is a potential partner, we communicate with him regularly and offer him trips. Also, as a partner, the way of taking a trip through the GIM mobile app is partners can see the available trips from customers if the partner is interested to do

that trip, he has to bid for that trip. for instance, how much money he wants to complete that trip they have to place a bid through GIM partner mobile app. When we receive a bid from partners, especially those partners with my name as an account executive, my task is to call them and cross-check if they are really interested in doing this trip or not. If everything is ok also the trip rate is matched with the customer, we connect that partner with the customer, for example, giving numbers and locations and the trip becomes successful.
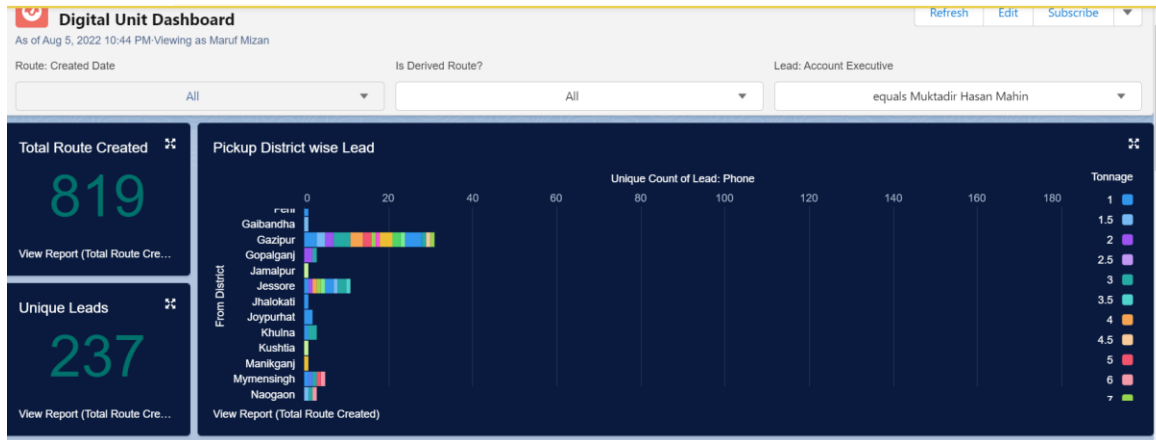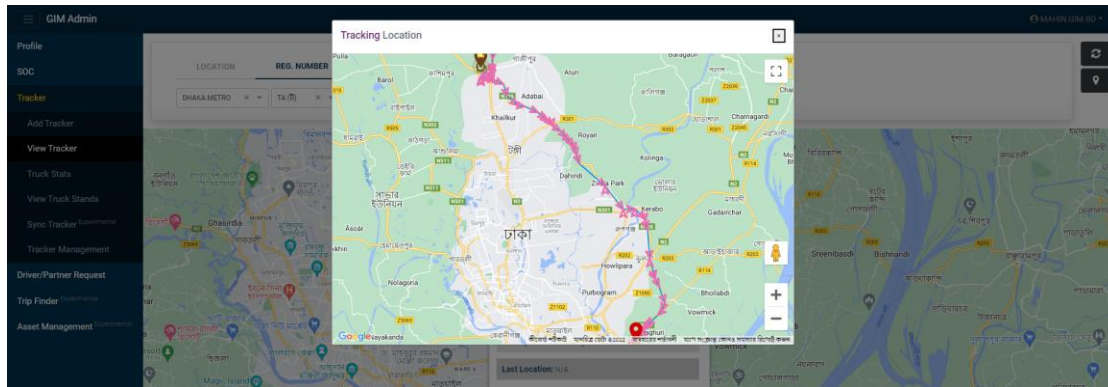

2.1.2: Trip Management

The trip management is a process where we try to find trucks for our customers, sometimes we receive a trip request from customers, but no one place bids for that trip, which means no truck owners are interested to do that trip. In this kind of situation, my task is to search through Salesforce and our existing database for the same types of trucks for that particular location, and call those truck owners one by one. If someone is interested in doing the offered trip and shares their expected rate for that trip. We inform the customer, if the customer agrees with the partner's expected rate, then we then connect that partner with the customer. Then the trip becomes successful. In trip matching, if Customer rate and Partner rate are very close, we negotiate with the partner and customers to make the trip successful, if one party disagrees with the rate, the trip becomes unsuccessful.

Some we receive return trip requests from partners. We had an option in our app that partners can request us for a trip, when we got return trip requests, I try to find a nearby trip for him if any trip is available, we try to match the customer and partner's expected rate. If everything is ok the trip will become successful.

2.1.3: Vehicle Tracking

GIM has an admin panel, which is utilized for various purposes. One of them is vehicle tracking, which I use to check on the status of trucks that are on the road and those that are engaged in trips. I recorded the locations of the trucks into our system after viewing their locations.

If the truck is not moving for a long time, I call the drivers, to let them know we are watching them, and also to find out if everything is ok or not.


2.1.4 Phone Calls

I make 40 to 50 phone calls every day to partners for different purposes, such as

- Calling recently downloaded app partners to get their information.
- I call partners for trip matching and trip management.
- I call truck drivers to know their status, for example, whether the truck is unloaded or not, and where they have to go for new trips.
- Additionally, I call my partners to answer their questions and resolve their issues.

In addition, after completing the call my task is to update the call log in salesforce, for example, who I called, why I called him, etc. I then save the call log with my name. In order for the system to keep track of how many calls I made that day.
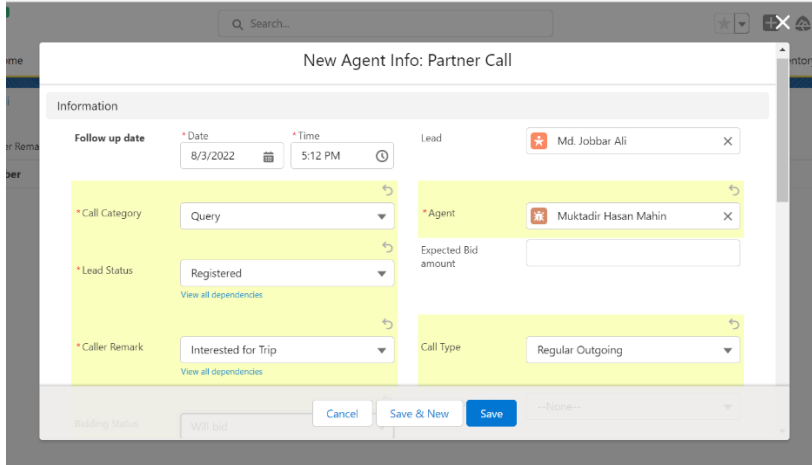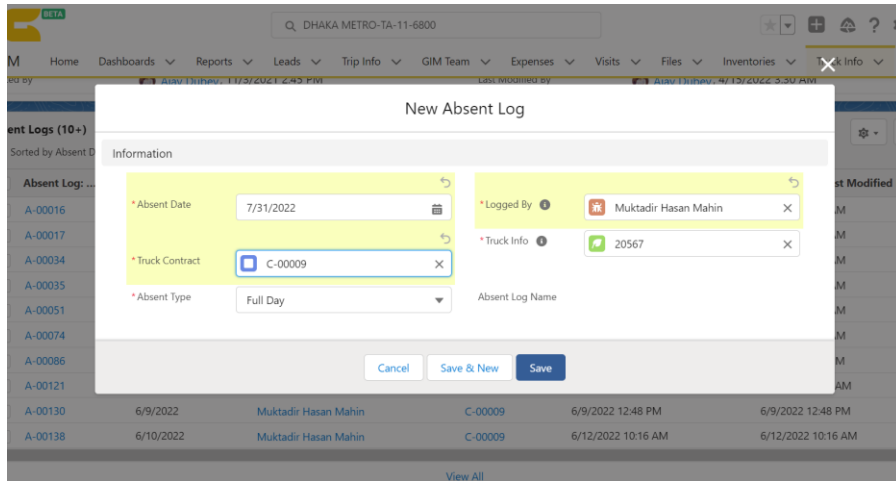
2.1.5 Daily efficiency report creation

GIM owns 64 trucks in total. These trucks are known as fixed trucks. Here, my responsibility is to prepare a daily report on the trucks' efficiency. I used a pre-generated Google sheet format to create that report. Here I use some functions and formulas in google sheet. That report includes what number of trucks available today, and how many trucks are absent. What number of trips did they complete, also revenue expresses, efficiency, etc.

Particulars	24	25	26	27	28	4th Week 22th to 28th July	29	30				BF
Total Number of Trucks	48	48	48	48	48	333	48					Avaiable trucks
Working Day	1	1	1	1	1	7	1					7
Total Working day of truck	48	48	48	48	48	333	48					Trucks * Working day
Absent day count	16	17	16	15	16	111	17					Manually Count
Actual Working day	32	31	32	33	32	222	31					Total working day per truck - Absent day count
Actaul Available Trucks	32	31	32	33	32	222	31					Actual working day/Working day
Unutilize day Count	0	0	0	0	0	12	3					Manually Count
Demurrage day Count Approximately	23	11	26	22	22	127	20					Manually Count
Expected Trip	16	15.5	16	16.5	16	111	15.5					3.75 * Actual working day Count
Total Trip Completed	9	20	14	22	11	103	9					Manually Count
Missed Trip Oppertunity	7	-4.5	2	-5.5	5	8	6.5					Expected Trip - Completed trip
Truck Efficiency	56.25%	129.03%	87.50%	133.33%	68.75%	92.79279279	58.06%					Total Trip Completed / Expected Trip
Fixed Truck Expense Payable	5760000	5760000	5760000	5760000	5760000	39960000	5760000					Manually Count
Per day daily Expense	192000	192000	192000	192000	192000	1332000	192000					Fixed Truck Expense Payable / 30
Per Truck Per day expense	4000	4000	4000	4000	4000	4000	4000					Per truck daily expense / Total Number of Truck
Actual Fixed Truck Expense	128000	124000	128000	132000	128000	888000	124000					Per Truck Per Day Expense * Actual working day Count
Fuel Expense	55200					139200						Manually Count
Total Expense	183200	124000	128000	132000	128000	1027200	124000					Actual Fixed Truck Expense + Fuel Expense
GMV from CS	130,127	268,500	211,700	338,600	181,300	1,449,059	135,600					Total CR
GMV from Demurrage	34500	16500	39000	33000	33000	186500	30000					Total Demurrage Expected
Total GMV CR+ Demurrage	164,627	285,000	250,700	371,600	214,300	1,635,559	165,600					GMV + Demurrage
Revenue/Loss As per CS Amount	-18,573	161,000	122,700	239,600	86,300	608,359	41,600					Total GMV CR+ Demurrage - Total Expense
Total Partner Bid amount	120,200	237,000	195,000	281,700	142,700	1,277,000	118,600					Manually Count
Total GMV PR +Demurrage	154,700	253,500	234,000	314,700	175,700	1,463,500	148,600					Partner amount + Demurrage
Revenue/Loss As per Bid Amount	-28,500	129,500	106,000	182,700	47,700	436,300	24,600					Total GMV PR +Demurrage - Total Expense
Per Truck GMV	4066	8661	6616	10261	5666	45555	4374					
Per Truck Revenue	-580.41	5,193.55	3,834.38	7,260.61	2,696.88	18,964.09	1,341.94					
Per Week Per Truck Revenue	-580.406255	5193.548387	3834.375	7260.606061	2696.875	2709.156425	1341.935484					

2.1.6 Creating daily absentee log and attendance log for company's own trucks.

As I mentioned before GIM owns 64 trucks in total. Here my task is to create an absent log for all 64 trucks. Every day I receive an absent list through WhatsApp, then input that absent list into Salesforce and Google sheet.

2.1.7 Managing Community Forum

GIM has eight divisional WhatsApp groups for truck owners. I manage five WhatsApp groups. Here my job is to answer partners' questions, and if someone wants trips or return trips, I input his information into the system so that our team can work on it.

Also, I post location-wise available trips on those WhatsApp groups, so that members can see your available trips. I use the trip link from the GIM Partner app, for that, with one click interested truck owners can reach that trip page and can submit their Bid amount.

2.1.8 Real-time-Monitoring.

When companies own trucks, assigned for any trips, I receive a message through WhatsApp, and my task is to immediately enter the trip's details, including the trip number and truck number, into the system. so that everybody can see that truck is not available, that the truck is engaged with a trip.

2.2: Other Activities:

2.2.1 Helping new partners for registration:

Sometimes truck owners come to our office to register themself into the GIM Partner app. Here my job is to create their account and add their trucks to the app, introduce them to the GIM partner app, and solve their queries, also giving them gifts.

2.2.2 Attending daily meeting

I have to attend a daily team meeting every day. where we discuss plans, goals, achievements, etc.

In that meeting, I show our team my previous day's activities, like how many calls I made on that day, and also what percentage of the target I achieved. I present my created reports to my line manager and explain his questions. Also, I show my other given tasks.

2.2.3 Calling not connected truck owners

Calling not connected truck owners, telling them about GIM, Also Encouraging them to use GIM app.

Chapter 3

Constraints/Challenges

3.1 Observed in the Organization:

It's a huge step from the classroom to the internship offices, thus there are many difficulties. GIM - Digital Truck is a service-based company that operates continuously around-the-clock. While working there, I encountered a lot of difficulties. Details regarding these difficulties are given below,

3.2. Challenges/problems faced during the tenure with the company:

Problems Identified in the Organization:
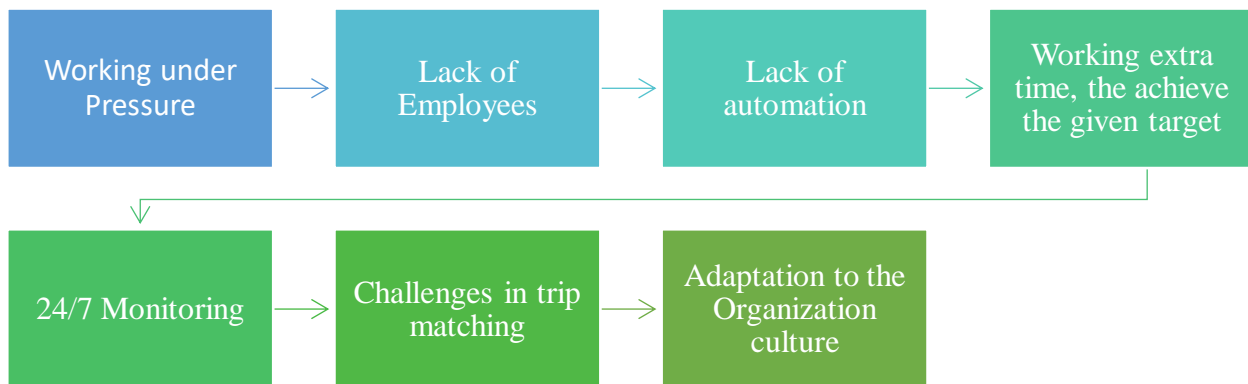
Figure 3: Problems Identified in the Organization

3.2.1 Working under Pressure

In the workplace, besides my primary tasks, I am doing a lot of unstructured work. Every day I receive different requirements from my supervisors and my colleagues, then I work according to

their needs, I have to do multiple tasks at the same time, this is very challenging for me because in the team I am working there everyone has their own weekly targets. Because of those unexpected works, my target fulfillment becomes slow. For this reason, sometimes I had to work at night after the office to achieve my given target. Sometimes I receive calls from my supervisor and colleagues on holiday and also at night for extra work.

3.2.2 Lack of Employees:

GIM has offices in different places in Bangladesh. But the employee numbers are not enough here, everyone works under a lot of pressure. If there were more employees involved then everyone's work would be easy.

3.2.3 Lack of automation:

GIM service-based company here we to do a lot of manual work, for every step we have a dependency on phone calls, for example, for this reason, work process becomes lengthy and time-consuming. For example, when a truck completes a trip, we are not receiving any real-time notification, sometimes a truck gets unloaded, but we are uninformed of it so the truck has to wait a long time for the next trip, also we miss the trip opportunities for this issue. Now the process is to verify it using a phone call or a GPS tracker. If there was an OTP or QR code system then this process would become very easy. The good news is GIM is developing automation in every aspect.

3.2.4 Working extra time the achieve the given target

I work every day to match my target, for example, my target is to make a number of phone calls for different purposes. After the call, I have to send a message to them about adding new members to the community forum. I have to add the newly talked partner's Information and their truck's information to the system. At the end of the day, my supervisor checks my target progress and what percentage I achieved on that day. Working with targets is very challenging, sometimes to achieve the target I work overtime at night.

Weekly Target :	Week 3		Week 4		Half Month		
Task Name	Target	Achievement	Target	Achievement	Target	Achievement	%
Efficiency 14 Feet %	60%	65%	63%	59%	61.50%	62.00%	100.81%
SME Calling weekly wise	45	52	48	50	93	102	109.68%
Return trip matching weekly wise	5	6	7	6	12	12	100.00%
Return Trip GMV weekly wise	15000	28850	18000	41200	33000	70050	212.27%
Return trip service fee weekly wise	1500	6700	4000	10700	5500	17400	316.36%
Partner Verification visit	0	0	2	0	2	0	0.00%
Partner Calling weekly wise	45	50	48	43	93	93	100.00%
Efficiency 23 Feet %	69%	83%	72%	97%	70.50%	77%	108.87%
Bidding Calls weekly wise	150	56	150	55	300	111	37.00%
Whats app member weekly wise	120	14	132	31	252	45	17.86%
23 feet capacity building target weekly wise	5	18	11	7	16	25	156.25%
Route Creation	100	120	115	129	215	249	115.81%

3.2.5 24/7 Monitoring

The requirement is, that I have to be active always time day and night because I have the responsibility to manage the community forum, reply to messages, and WhatsApp groups, I have to answer so many incoming calls, Also I manage the daily trip trucker this is a system where I input data for newly assigned trucks, like trip number truck number. When I receive notifications through WhatsApp, I do this immediately, that message comes in a very unstructured way, and input it in a structured way. This is challenging because the Trucks can be assigned at any time, I do not sit in front of the laptop all the time, and doing this task with the phone is difficult.

3.2.6 Challenges in trip management

Trip management seems simple but very difficult, here success rate I very low. Every day I try to match 30 to 40 ongoing trips, but at the end of the day, 5-7 trips become successful for our team.

The Challenges are,

I try to find a partner according to the customer's needs. I check the organic Bids (the partners who are interested to do that trip. Also, I ask all nearby truck owners about that trip via phone calls, I try to collect a trip rate from them, and after collecting the rate, we offer that rate to the customers.

The issues I call a lot of people but very few give us a rate. Also, this is difficult to match partner rate with customer rate. After getting the rate from the partner when we offer that rate to the customer, we receive a common issue customer is not agree with the partner rate.

Another issue is for enterprise trips (ex, for a big company who needs logistic support from us) every customer has one of our key account managers. here we don't have the access to talk with the customer directly we can't share rates with them. For this kind of trip, we share our found rate

with customers' key account managers, they communicate with customers to collect Their feedback. This is a lengthy process, Sometimes KAMs don't provide us real-time updates.

One more issue is, that sometimes I work on a trip for a long time to collect a partner rate, and after getting a rate I found that trip is already booked, canceled, or expired. There is no real-time visibility, for that A lot of time is wasted.

3.2.7 Adaptation to the Organization culture:

Like any other organization, GIM has its own culture and environment. While this is normal for its regular employees. But adjusting to the culture is pretty difficult for a new intern. Due to this organizational culture, I found it quite challenging to communicate with people during the first few days of my internship. Additionally, I felt uncomfortable making phone calls in front of my coworkers and talking with the truck owners.

3.3 Academic Preparation:

Without a doubt, I discovered, a student's internship term plays a significant impact in their academic career. It gives one the chance to connect with both academic and practical knowledge. My major at university was management information systems, and I was lucky to be chosen for a position with the technology department's Digital Engagement Team. Throughout my time at university, I took a lot of technical and practical courses related to my major, which significantly helped in my workplace to adapt their software and tools and understand their system quickly.

The courses mentioned below are some of those that are relevant to my work activities,

Computer Utilization in business	From this course, I got an idea about how to utilize technology to grow a business, I did many practical assignments and presentations in this course. which helped me understand excel related tasks quickly, also improved my presentation skills.
Business Intelligence and Decision Support System	In my workplace, I use two business intelligence tools Power BI and Tableau, by doing this course I was previously familiar with these tools, in fact, I did many assignments on tableau while doing this course.
Management Information System	This course was beneficial for me; I have seen the practical reflection of Management Information System at office.
Enterprise Resource Planning	In this course, I have learned many things about cloud-based ERP and CRM tools, and how those tools help businesses, This course helped me to understand Salesforce CRM tools quickly, Which I am using daily at work.
Business graphics and Animation	From this course, I have learned many designing skills, this course helped me a lot to create good quality presentations, Also I learned how to use photoshop, Illustrator, and Canva, to edit and design, I use these tools in my daily for personal and work purposes.

3.3.1 Mismatches (gaps between theories and practices):

Subject	Based on Academic	Based on Experience
Computer and Technical skills	At this level, it really is essential to understand computer software, especially Microsoft Office, graphic design, BI tools, ERP & tool, Project management tool, and basic Web development.	A very formal application of skills in Microsoft Word, Excel, PowerPoint, and many other software and tools is essential here.
Communication Skills	In academic life we just learn how to communicate in a corporate environment but practice informally in campus life.	Requires very formal and computational interaction with teams at various levels.
Behavioral approach	In comfortable surroundings like campus, where relationships are often stronger, we usually demand more.	Corporate life is formal and we can't expect informally.
Presentations	To achieve high grades on assessments, students were required to present a specific topic in front of the teacher.	presenting issues to coworkers and superiors in order to explain and clarify them.

3.3.2 The work by the intern must address any knowledge and skill limitations.

I have never worked in a professional work environment before. I typically discovered several mismatches while working for the organization as I learnt about various kinds of work. I used to feel the pressure at work to be too stressful at times.

Sometimes I was given tasks to complete without giving knowledge of them. For instance, I usually work in the digital unit, but one day my boss sent me to the operations department, the whole day I was with the operations team where I was completely unprepared for some tasks. I think it was necessary to gain more practical knowledge on every aspect of the university.

Chapter 4

Lessons Learned from the Internship Program

4.1: Lessons learned from the internship program:

I gained valuable experience working as an intern at GIM - Digital Truck, which will be helpful for my future professional career. I gained technical skills, interpersonal skills, and self-development at GIM.

I have the opportunity to look into the organization in more detail. I gained knowledge of the organization's different departments, the working processes, and the management of the organization.

4.1.1: Corporate Culture:

One of the leading online transport and logistics companies in the country is GIM Digital Truck, which also has a highly developed organizational and corporate culture. The following are details of this company culture.

- **Technical Skills:** In my daily work, I utilize Power BI, Admin Panel, and Salesforce (a cloud-based CRM platform). Also, I became more skilled in MS Word, MS Excel, MS Team. Utilizing the program and application increased my technical knowledge. My supervisor helped me through each step when I first got stuck on my work to help me become proficient. For trip matching, I also needed to stay in touch with my coworkers. If I get a rate from a truck owner, the first thing I do is share it with them so they can take the necessary actions to make the trip successful.
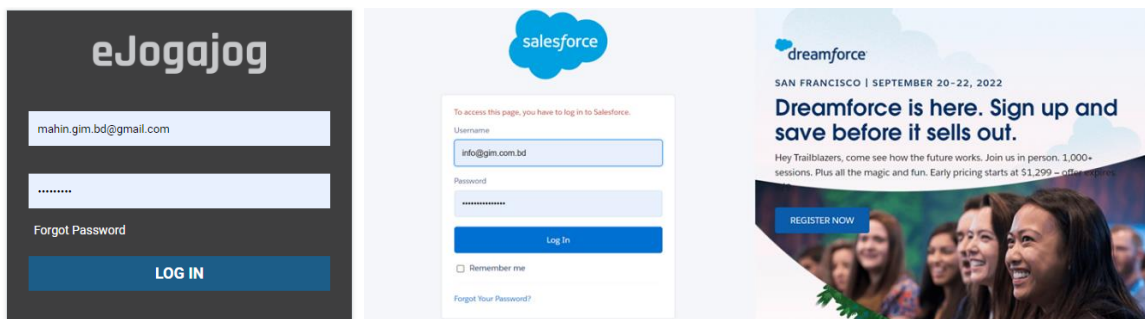
- **Convincing Partners:** I have studied every part of marketing and its related fields in my educational life. However, managing and convincing partners in real life was challenging for me. In this situation, I'm attempting to bargain with truck owners for the cost of the trip. It was difficult at first, but as I gradually learnt the entire process or techniques, it got easier and I really enjoyed it.

- **Personal Development:** Based on my own professional experience, GIM gave me the most significant development of my life. I discovered here, among other things, the business culture, way of life, and challenges.

- **Time Management:** To adapt to the corporate culture and the environment, I have to be punctual in my activity and regular life. Time management is strictly followed in institutions. The guidelines at GIM Digital Truck are clear, we must arrive at the workplace by 10:00 AM. I am treated like an employee; thus, I am obligated to follow by all rules at all times.

- **Disciplined:** Maintaining discipline is essential for any organization. The HR department at GIM Digital Truck always handles that matter correctly. Time management, creating a welcoming workplace, always being kind and humble, etc. I finally got used to being formal and disciplined.

4.1.2 Practical knowledge on various issues:

I now have more practical understanding on a wide variety of topics, especially how to handle intense pressure. I have gained valuable knowledge on working in a team. By keeping a solid schedule, I have learnt how to complete several tasks at once.

- **Using CRM:** I had some theoretical knowledge of CRM before I joined this company, and I had completed a few practical assignments using free CRM software. After I joined, I gained true CRM tool skills. Every task I complete depends on salesforce. I finally understand how it functions and how effective it is. It attaches all the divisions of an organization at a time.

- **Advanced Excel:** Before I joined this organization, I had knowledge about excel, but after joining I learned many easy ways of using excel, I have learned many shortcuts which were really beneficial. Also, I have seen many other uses of Excel, before joining this organization I had no idea that excel could be used like this.

- **Team Work:** Working as a team has played an important role in every organization.

  I worked with people that managed significant projects for organizations and worked extremely hard to provide value to the organization. In this environment, teamwork is important because we depend on one another to complete our tasks successfully. Also, we do interdependent communication for various purposes. had to change how I was acting and work on becoming more efficient. It was a learning phase and I learned so many things during this particular period.

- **Interact with Boss**: Because there was a chance, I would waste my boss' time, I found it difficult to be open with them. However, this level of interaction has certainly helped in finding solutions to those problems.

4.1.3 Transforming Skills (e.g. leadership, communication, interpersonal, problem solving. Etc.)

- **Communication Skills:** Since working here, my communication abilities have significantly improved. I had to talk to new people each day because I had to make so many phone calls, and I had to convince them for a variety of reasons. I must speak with my coworkers while I'm working. those communications helped me to improve my communication, Skill.

- **Interpersonal skills:** My daily interactions with the employees of this wide network have also improved my Interpersonal skills.

- **Report Creation:** In my future job, I'll have to create a lot of reports. My ability to independently build a formal document thanks to internship programs will help me make reports with significance in the future**.**

- **Presenting Skills:** Due to a daily team meeting when I present my previous day's job activities, my presentation skills have increased.

4.1.4 Professionalism

My professional image is how I hold myself in a workplace manner, including my work-related capabilities and personality. It's how my boss and coworkers act. Working with this productive team has provided me with the chance to develop my professional work habits. I've learned how to be on time, keep a schedule, write emails and text messages professionally, communicate professionally on the phone, keep all documents arranged, better lifestyle and clothing, better attention towards work and attitude towards the assigned job and relation with the team.

- Being on time for meetings or events shows that you respect other people's time.
- Bringing a notebook and pen to meetings is the best method of showing the desire to learn. It implies that I'm hoping to learn something significant from the conversation, such as new duties or responsibilities.
- Effective grooming helps people gain the respect of coworkers and other people in the office. At work, it makes a great first impression.

Chapter 5

Concluding Statements

5.1 Concluding Statements:

Overall, the internship was a great program and learning opportunity. It helps in the improvement and development of my knowledge, skills, and abilities. I have learned new things, developed new abilities, and met lots of new people. I gained knowledge about professional practice and discovered a number of details about working with the Digital Engagement team. I gained knowledge of the organization's various procedures. These are the items that will advance my professional status.

According to (Nahid & Farhana, 2021) employers from the business world in Bangladesh expect qualities such as Continuous learning abilities, generic skills, time management, teamwork, attention to detail, networking, extracurricular activities, professional attitudes and behaviors, and academic achievements from their interns. I have acquired these soft skills during my time as a student, which have helped me to handle the hurdles I have encountered throughout my internship and impress my employers. In addition, I regularly attended seminars on career options, job fairs, and a symposium on industry-academic partnerships, which helped me get the proper perspective on how to seek the right job and overcome selection barriers.

GIM - Digital Truck was a perfect place to complete the internship because it offers many advantages and benefits to practical apprentices. They gave me my own space and several facilities, including remuneration, my personal laptop, access to a variety of tools and software, a welcoming and friendly environment, mobile allowances, and festival gifts, Also I received treats from my boss. They also supported me in managing some of my limitations and offered advice when I needed it.

I advise the business school students to take advantage of the opportunity to complete an internship because I believe that the three-month program will be a fundamental subject. Because an internship will help them understand their opportunities, strengths, limitations, and other factors.

5.1.1 Suggestions for GIM Digital Truck

- As an online-based transport and logistic company, GIM should adopt automation in every area, because in this sector too much manual work is difficult and time-consuming.
- GIM can develop Artificial Intelligence and blockchain to make the operation process easier.
- GIM should run regular marketing campaigns and events.
- GIM Should increase countrywide ground support workforce.
- They have Android apps for partners and customers, and they have an iOS app for only customers. Not only customers, they should develop an iOS app for partners.

5.1.2 Suggestions for AIUB

- We should learn useful knowledge at the university as well. They need to frequently provide workshop facilities to organizations, multinational corporations, etc. Students should receive proper counseling before joining any company for an internship. They need to be able to discuss how the organization is set up.
- AIUB must impart both academic information and practical knowledge.
- To gather knowledge and real-world experience, AIUB should visit corporations more frequently.
- It would be prudent for the people responsible for designing the curriculum to assist first-year students in gaining familiarity with the needs of the industry as soon as possible in their academic careers. It will assist them to grow their perspective towards employment, and they will obtain the right elements to create a correct and powerful conception towards internship, and therefore employment. This will help them build their perception towards employment.

Chapter 6

Proposed Improvement Plan

6.1 SWOT Analysis

Figure 4: SWOT Analysis

Strengths

GIM is one of the top Online based Transport and logistic company in our country. For better services and quick payments GIM has become a trusted brand for customers and partners, this is a big strength for GIM.

Strengths	Action Plan
Good Customer Service GIM Always tries to provide the best services to its customers, And the company creates a good relationship with them, because most of its customers are well-known established companies in our country, GIM provides them with logistic support, we receive daily requirements from those companies. If our is not satisfactory, there is a possibility those companies will not work with GIM.	They need to make agreements with more companies for logistic support, also they have to build good relationships with old and new truck owners.
Uses modern tools and technology GIM uses modern tools and technologies which creates a big advantage, Also GIM is developing more advanced technology-based systems to make everything automated.	System and tools and technology should be up to date and easy to operate

Weakness

Every organization has weaknesses, GIM also have some weaknesses these are,

Weakness	Action Plan
Promotion This is a very big issue to not promoting the company in proper ways, I found GIM doesn't run proper marketing campaigning, Even, before joining this company I never heard about GIM.	They have to focus on this side, if needed they can hire qualified manpower in this department
Manual operation process GIM still running the operation process manually, this is a big drawback.	They have to adopt more of those technologies that can reduce manual work.

Opportunity

The opportunities are,

Opportunity	Action Plan
Branch Expansion GIM Digital Truck is rapidly expanding across the country. Apart from expanding in metropolitan regions, Already GIM has offices in Dhaka, Chittagong, Khulna, and Bogra. GIM Digital Truck has plans to open more offices.	It will expand the business; more and more customers and partners join GIM. To achieve that they have to run marketing campaigns and events in those particular areas.

Threats

Threats are the biggest barrier for business growth, The threats of GIM are,

Threats	Action Plan
Level of Competition On GIM, a slew of competitors such as Truck Lagbe, ShohozTruck, Truck Kotahi, Sheba.xyz, Loop and others are putting up stiff competition.	They have to be smarter than the competitors, they have to use different marketing strategies to become successful. Also, they can start providing promotion codes for SME customers. They can use focus groups and guerilla marketing strategies.
New Entry New entry of competitors It will create more challenges for GIM Digital Truck, recently some companies are trying to enroll their name in the business. I heard a Thailand-based transport company is going to open their business in Bangladesh, no doubt it will cause problems for GIM.	To face this issue, they have to gain trust from users, by providing quality service.

6.2 Proposed Improvement Plan for the organization:

Existing Problem/Weak Areas of the Organization as identified in the AR	Actions to be Taken/Proposed Solution to the Problem	Strategy (Mode of implementation or ways of addressing the problem)	Office/Personnel Involved (Who will implement and who will benefit/affected by the Action/Solution)	Resource Requirements (Manpower and Financial)	Expected Concrete Result/Outcome
There is only one printer and one photocopier in the head office.	The number of printers and photocopy machines needs to be increased. The operations could be completed more quickly with an additional printer and photocopier.	The GIM Digital Truck needs to add another printer and photocopier.	HR Department	More printers and photocopiers should be made available.	It will simplify their work.
Lack of Employee.	They must increase the number of employees they have.	They need to bring in more employees.	HR Department	Job circular	It will raise the quality of their services.

	A worker is extensively under a lot of work pressure, which leads to unsatisfactory performance.				
App interface is not user-friendly	Every day I talk with a lot of app users, I found this feedback GIM mobile app is not user-friendly.	If they improve this issue, users will be happy to use an app.	IT, Product Department	Fixing the bugs and developing new categories.	Users will be satisfied; it will add value to the company.
Lack of Automation	In day-to-day work they have to do a lot of manual work; automation can make their work easy and faster.	They should Artificial Intelligence and Blockchain	IT, Operation Department	Adding QR code system, OTP system, and blockchain for tracking and tracing.	It will Improve operation Speed. And reduce dependency.
Limited branding and marketing activities	GIM Digital Truck should take some initiative to promote the brand.	To determine whether or whether promotional efforts are valuable to the company.	Marketing Department	Financial	The business will gain from this, and profits will rise year-round.

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In person interview

Jisan Aftab, Manager, Digital unit, technology and CRM department, GIM Digital Truck.

Tanveer Hossain Tonmoy, Partner Management Executive, GIM Digital Truck.

SM Mehedi Hasan, Executive, GIM Digital Truck.

Tasnuva Jahin, Customer Relationship Executive, GIM Digital Truck.

Tanim Hasan, Assistant Manager, Marketing Department, GIM Digital Truck.

APPENDICES

Appendix A: Résumé

Muktadir Hasan Mahin
Undergraduate Business Student

I am doing my major in Management Information System. I want to start my career in this field. I am a self-motivated, dynamic, energetic, and hard-working person, also I have the ability to conceptualize and think creatively. I have a logical approach to problem-solving and an investigative and curious mind, also I am a quick learner.

CONTACT

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f https://www.facebook.co m/mhm.arz/

🌐 http://muktadirhasanmahin.rf.gd/

SKILLS

Microsoft office essential Word, Excel, PowerPoint
■ ■ ■ ■ ■

Photoshop, Illustrator, Canva
■ ■ ■ ■ ■

Communication and Team Leading
■ ■ ■ ■ ■

ERP System Operating, Documentation
■ ■ ■ ■ ■

HTML, JAVA, CSS WordPress, WIX
■ ■ ■ ■ ■

EDUCATION

American International University Bangladesh
Kuril, Kuratoli, Dhaka

(BBA) Bachelor of Business Administration (2019-present)
- Management Information System
- CGPA – 3.34
- (11th semester) I have completed all my academic courses except my internship.

Pangsha Government College
Pangsha, Rajbari, Dhaka

(HSC) Higher Secondary School Certificate
- In 2018, I have completed my HSC from the science department.
- GPA – 3.08

Kazi Abdul Majed Academy
Pangsha, Rajbari, Dhaka

(SSC) Secondary School Certificate
- In 2015, I have completed my SSC from the science department.
- GPA – 5.00

EXPERIENCE

Freelancing (2021-2022)
Fiverr.com

I create websites. Also, I do photo editing, content writing, banner creation, visiting cards, and logo making.

LANGUAGES

BANGLA ■ ■ ■ ■ ■

ENGLISH ■ ■ ■ ■ ■

HOBBIES

EXTRACURRICULAR ACTIVITIES

- I have participated in the Poster Competition - Business Plan Exhibition (2022)
- I have participated In Brainstorming Quiz Competition (2019)
- I have participated In ABC Case Storm (2019)
- I have participated In Bangladesh Innovation Summit (2020)
- I was a stunt rider and vice president of a bike stunt riding team.

REFERENCES

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Associate Professor (MIS), AIUB
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Appendix B: Joining Letter:

Date: June 02, 2022

Muktadir Hasan Mahin
Undergraduate
American International University-Bangladesh

Subject: Internship

Dear Mr. Hasan,

Reference to your request for internship in GIM – Goods in Motion (a concern of Ejogajog Limited) for a period of 3 (three) months, please be informed that the management has accepted your request to allow you to pursue your Internship from June 05, 2022 to September 4, 2022.

During this period of your internship, you will be working under the supervision of Mr. Jisan Aftab, Manager, Digital Engagement.

You are advised to prepare and submit a report to the Human Resources Department on the title of your internship for review. You will be awarded a certificate only at the end of your course, subject to successful completion of internship.

Best regards,

Masrur Ali
General Manager, Human Resources