

**INTERNSHIP AFFILIATION REPORT ON
“Activities in Supply Chain & Sales Department of Goods in Motion
(GIM) - Digital Truck.”**

Farhan Chowdhury

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.

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“Activities in Supply Chain & Sales Department of Goods in Motion
(GIM) - Digital Truck.”**



**School of Business and Economics
United International University**

Course Code: INT 4399
Course Name: Internship

Submitted To:

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Associate Professor.
School of Business & Economics.
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Submitted By:

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Date of Submission: 8 June 2023



Letter of Transmittal

Date:

Dr.		Saad		Hasan
Associate				Professor
School	of	Business	&	Economics
United International University				

Subject: Submission of Internship Report on “Activities in Supply Chain & Sales Department of Goods in Motion (GIM) - Digital Truck.”

Dear Sir,

It is a great pleasure to present the internship report titled “Activities in Supply Chain & Sales Department of Goods in Motion (GIM) - Digital Truck.” which was assigned to me as a partial requirement for the completion of Bachelor of Business Administration degree.

It is my honor to work for a leading organization of Bangladesh and gain an in-depth knowledge on logistics process and monitoring the techniques. Throughout the study, I have tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as much informative as possible.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly take some pen to go through the report and evaluate my performance.

Sincerely yours
Farhan Chowdhury
ID: 111 183 020
School of Business and Economics
United International University

Declaration by the Student

I, Farhan Chowdhury, hereby declare that the internship report titled “Activities in Supply Chain & Sales Department of Goods in Motion (GIM) - Digital Truck.” Is entirely established on the information and activities I have performed as an intern at Goods in Motion (GIM) – Digital Truck, a reputable Bangladeshi technology firm on logistics solution. I further affirm that the report was written only for the purpose of meeting my academic requirements and not for any other purpose. I further, declare that the report is the work of my own and is not plagiarized.

Farhan Chowdhury
111 183 020

Supervisor's Certification

This is to certify that this internship report on “Activities in Supply Chain & Sales Department of Goods in Motion (GIM) - Digital Truck.” is prepared by Farhan Chowdhury, ID No: 111 183 020 as a partial requirement of Bachelor of Business Administration (BBA) degree from the School of Business & Economics, United International University. The report can be accepted in terms of quality and form as directed by the university authority.

Dr. Saad Hasan
Associate Professor
School of Business and Economics
United International University

Acknowledgement

I want to start by thanking Almighty Allah for providing me the endurance, strength, and determination to finish the internship program and the internship report on a time frame despite a number of difficulties. It brings me immense pleasure to thank a lot of people for their kind collaboration and support, which either directly or indirectly helped me in the preparation of this report.

I want to start by thanking my respected professor, Dr. Saad Hasan, an associate professor at United International University, for his unwavering guidance throughout the period of my internship. I was inspired to complete this report by his gentle encouragement, direction, constructive supervision, directions, and advice.

I would like to express my sincere gratitude to each and every person at Goods in Motion (GIM) - Digital Truck for giving me the chance to complete the internship and helping me to complete the report. Additionally, I want to thank all of my coworkers for their support during my internship. The report titled "Activities in Supply Chain & Sales Department of Goods in Motion (GIM) - Digital Truck." has been put together to meet BBA degree requirements. I consider myself quite fortunate that during the preparation of this report, I had the best and most sincere supervision, assistance, and cooperation from several people. I would like to express my heartfelt gratitude to Zoaib Hasan Tuson, Key Account Manager, Goods in Motion (GIM) - Digital Truck, for supervising my work, guiding me, and providing me with all the necessary information to complete my internship report.

I also want to thank my coworkers Tanveer Hossain Tonmoy, a senior executive, Muktadir Hasan Mahin, an executive, MD. Iftiar Uddin Ahmed, a senior product specialist, and Victor Terrance, a key account manager, for providing me with all the preparation I needed. who graciously agreed to take on my responsibility, gave me a lot of time, and shared their professional experiences with me. Their advice taught me how to get along with everyone in the organization, absorb the office culture, as well as how to interact with all of the coworkers in the organization, and satisfy what the customer requires.

I would like to convey my sincere appreciation and thanks to United International University and everyone at GIM-Digital Truck for giving it their all to help me learn, complete my internship report, and provide me with the opportunity to learn so much about the logistics industry. I hope that my report will provide a clear image of Bangladesh's online enterprise logistics solution.

Executive Summary

This internship report primarily discusses my experience working at GIM Digital Truck. The report focuses in the areas of Trip management, Booking the Trips and Route calculation & Invoice calculations.

Report analyzes the process of receiving customer trip requests and relevant operations activities. After the trip is created successfully and the Trucks are assigned to the Trip it is my responsibility to calculate the Route distance they are travelling and calculating the price amount, after the estimation of rate of the trip then booking that truck to the assigned trip, and finally when the trips are completed an invoice is generated.

As a student of Supply Chain management, my allocated task helped me tremendously in understanding how an online transportation company based on technology operates. The Sales-Operation & Logistics Supply Demand department is one of the busiest and most crucial parts of a logistics company. I was fortunate to have the opportunity to work in the Department of supply chain & sales-operations. I have also learnt how to use business intelligence tools.

The report takes a descriptive general approach because it covers every aspect of GIM Digital Truck's company operations. In this case, both primary and secondary sources were utilized. I gathered primary data by questioning my coworkers and supervisor, as well as secondary data from various helpful related journals.

At the conclusion of this report, some suggestions have been added. I'm optimistic that this will be beneficial for company.

Table of Contents

INTERNSHIP AFFILIATION REPORT ON “Activities in Supply Chain & Sales Department of Goods in Motion (GIM) - Digital Truck.”	ii
Letter of Transmittal	iv
Declaration by the Student.....	v
Supervisor’s Certification	vi
Acknowledgement	vii
Executive Summary	viii
CHAPTER 1: INTRODUCTION	1
1.1 Introduction/Background.	2
1.2 Objectives.	2
1.3 Methodology.	3
1.4 Limitations while writing the Report.	3
CHAPTER 2: COMPANY ANALYSIS.....	4
2.1 Introduction of Goods in Motion (GIM) – Digital Truck.	5
2.2 History of the Company.....	5
2.3 Vision & Mission.....	6
2.4 Organizational Structure.	6
Chapter 3: Operation Activities of GIM & Service Analysis	8
3.1 Theoretical Abbreviations.....	9
3.1.2 Types of Truck available in GIM- Digital Truck.....	11
3.1.3 Service Analysis.....	11
3.1.4 What are the transportation routes?	11
3.2.1 GIM Customer App.	12
3.2.2 GIM Partner App.	13
3.3.1 Narayanganj Cluster analysis.....	14
3.3.2 Customer Acquisition Process Flow Chart.	15
3.3.3 Customer Trip Request Process Flow Chart.	16
3.3.4 Partner Acquisition Process Flow Chart.	17
Chapter 4: Activities undertaken as an GIM Intern	18
4.1 Work Activities as an Intern.....	19
4.1.1 Trip Creation.....	20

4.1.2 Real Time Monitoring.....	21
4.1.3 Book Keeping of all the MGI Trips.	22
4.1.4 Real Time Route Calculation.	22
4.1.5 Trip Tentative Booking.....	25
4.1.6 Invoice calculation.	26
4.1.7 MGI Calculator for invoice.....	27
Chapter 5: Constraints/Challenges & Valuable insight gained from the Internship Program	28
5.1 Observation in the Organization and the challenges.....	29
5.1.2 Working under pressure.....	29
5.1.3 Lack of employees.	29
5.1.4 Working extra hours & at home to meet task deadline & expectation.	29
5.1.5 Anticipating Sudden trip requests & calculations.....	30
5.1.6 Adjustment to the organizational culture.	30
5.1.7 Misalignments (differences between theories & practices).	30
5.2 Any gaps in training or experience must be addressed in the intern's work.	31
5.2.1 Valuable insight gained from the internship program.....	31
5.2.2 Corporation Culture.	31
5.2.3 Professionalism.....	32
Chapter 6: Conclusion.....	33
6.1 Conclusion.	34
6.2 Proposed Organizational Improvement Plan:	35
References & Appendix.....	36
Experience Certificate of GIM- Digital Truck.....	37

CHAPTER 1: INTRODUCTION



1.1 Introduction/Background.

For an Undergraduate student in Bachelor of Business Administration (BBA) students Internship program is a stepping stone to be an Undergraduate. Internship is a course or program where a student has to work in an organization to understand and gain knowledge of corporate world, working experience and appreciable working skills. Hence, for these reasons I chose to do Internship to complete my BBA Undergraduate program. By doing an internship, students can get business Acumen skills, practical working experience & knowledge about the work culture.

I believe that student alone cannot become perfect for handling real-life situation and work just studying in a classroom, through internship a student can learn about the organizational environment because a successful career requires more than just theoretical knowledge but practical knowledge and skills as well.

For Understanding how the work culture and gaining on-hand knowledge & Experience, I entered the Working business industry as an intern in Goods in Motion (GIM)-Digital Truck to gain practical experience on February 12, 2023. It was a Three months long internship program. I was officially appointed to work in Supply Chain & Marketing Department considering I am doing my major in Supply Chain Management.

This report focuses mostly on the overall Supply Chain activities in GIM-Digital Truck. This report shows the background of the company, the different services that the various services that the business provides, suggestions, and conclusions drawn from being part of the internship program.

1.2 Objectives.

The Reports Primary goal is to gain an idea and understand about the logistics activities in GIM- Digital Truck, how the entire operation is run and maintaining the supply and demand of trucks. Acquire knowledge and experience in Bangladesh business sector by finishing out this affiliation report. I'm able to relate my academic background to the work I've done for the organization.

The overall objectives of this report are:

- To investigate every area of the online transportation sector
- To Understand the organizational structure and process
- To put theoretical knowledge to use in the real world.
- To acquire a working knowledge of corporate strategy.
- To gain practical knowledge of the workplace and acquire skills in areas such as culture, ethics, and time management.

1.3 Methodology.

***Primary Source**

- Practical work Involvement.
- Confidential Calculation.
- Through Perception.

***Secondary Source**

- Salesforce Lighting.
- Community Forum.
- Company Report.

1.4 Limitations while writing the Report.

I experienced a lot of challenges while writing this report, and it was challenging to overcome them. But at last, I was able to manage myself.

The Limitations are-

- ERP Software Process Training.
- Maintaining office hours.
- A Completely New Industry for me
- Completely new environment for me.
- Internal Communication in a new environment.

There are numerous other difficulties that I faced while writing this report that I will not be able to properly describe here. However, with the blessings of Almighty Allah and with the guidance of my course instructor I am able to overcome all of the setbacks while completing my internship report.

CHAPTER 2: COMPANY ANALYSIS



2.1 Introduction of Goods in Motion (GIM) – Digital Truck.

eJogajog Limited was created by a group of hardworking and visionary tech industry experts located in different regions of the world. By lowering costs and increasing availability, eJogajog hopes to boost Bangladesh's economy. Their first venture is GIM. GIM is a digital platform that links shippers and carriers in one marketplace.

For efficient logistics management, firms can use the GIM Customer App & GIM Partner app, available for both Android and Apple iOS. The goal of GIM Digital Truck is to help provide the safest possible product transportation by connecting truck owners with those in need of trucks. GIM Digital Truck is a trucking-centric platform. The company's transportation matching system makes logistics easier and increases the efficiency of commercial vehicles.

2.2 History of the Company.

Goods in Motion is the abbreviation for (GIM)- Digital Truck, it's a new Startup venture. In 2018 the journey of GIM Digital Truck has Begun. GIM is a web-browser and mobile app-based truck booking marketplace where truck owners, their supplying agents, & drivers can easily connect with consumers in need of different types of trucks. GIM contains all types of trucks. Using the GIM app, anyone can rent a truck or obtain trips with only a few clicks.



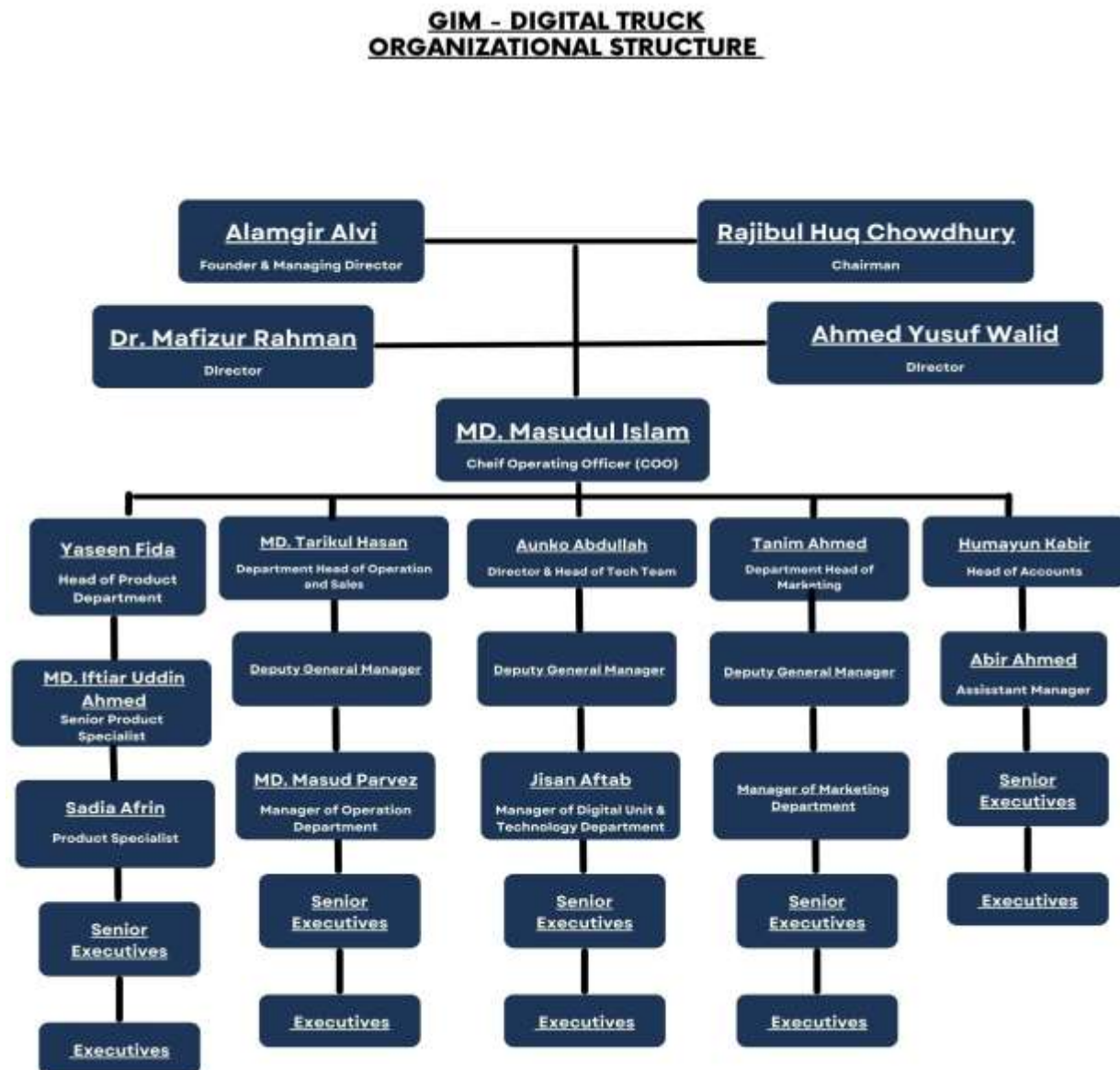
Company Name:	GIM- Digital Truck
Year of Establishment:	2018
Address:	1 st Floor, Taj Casilina,25, Gulshan Avenue, Dhaka -1212
Company Website:	https://gim.com.bd/en/
Founder & Managing Director:	Alamgir Alvi
Parent Organization:	https://ejogajog.com/

2.3 Vision & Mission.

Vision: The vision of GIM is to provide truck renting logistics services for a variety of large, small, and medium-sized, enterprises and individual customers.

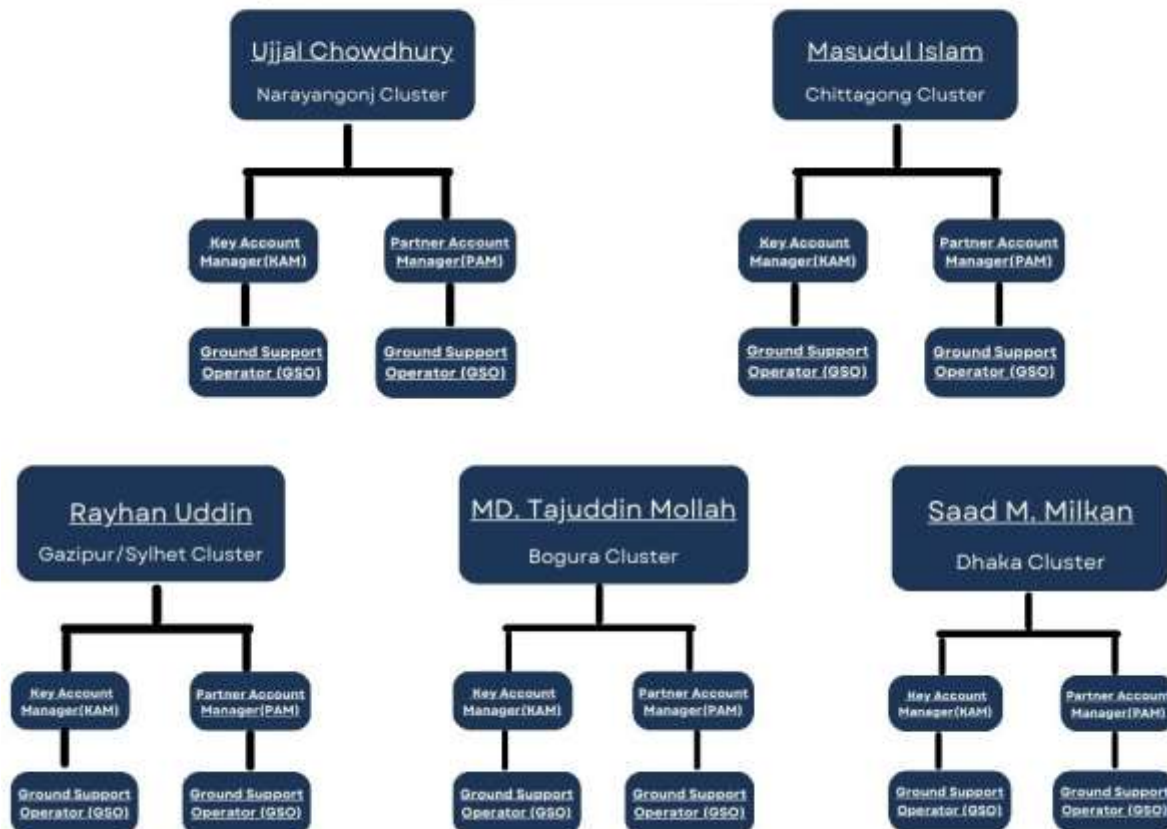
Mission: GIM's Mission is to transform the idea of traditional logistics. GIM provides IT-enabled solutions that, by utilizing modern technologies such as data science, and machine learning, may address problems that have existed for years.

2.4 Organizational Structure.



My Position was an Intern, for now there are 5 Cluster in total and I was working under the Narayangonj Cluster and my Cluster head was Mr. Ujjal Chowdhury Sir and my supervision was done by one of the Key account managers (KAM) Zoaib Hasan Tuson.

THE 5 CLUSTERS AT GIM - DIGITAL TRUCK



Chapter 3: Operation Activities of GIM & Service Analysis



3.1 Theoretical Abbreviations.

There are some terms that needs to be discussed before going in details with the report, these are associated with the logistics and transportation of the company.

- **Fixed Truck (FT):**

Partner trucks who have signed a one-year contract with GIM are known as Fixed Trucks (FT). These trucks undergo to a thorough 7-point inspection to determine whether or not they have valid documentation and licenses. If you want to do business with GIM and the owner of the vehicle, becoming a Fixed truck partner is the way to go. They are guaranteed a minimum of 15 trips every month, and even if they don't get that many, they'll still get paid what they agreed to.

- **Market Truck/Market Rate (MT):**

Partner trucks known as market trucks or market rate trucks are not bound by any sort of agreement and are typically used in situations where a fixed truck is not immediately accessible. Payment for these trucks is not fixed but rather depends on the ongoing rate for trucks in the area of delivery. The same 7-point check is performed to ensure that they are in control of the correct documentation.

- **Customer Rate (CR):**

The customer rate is the fee paid by Enterprise clients who seek our logistics help to transport their valuable goods from loading point A to unloading point B. Their confidential calculator is used to determine this amount, which is then included in the invoices they send out.
Ex- MGI Calculator

- **Partner Rate (PR):**

The amount we pay the truck's owner, or "partner," for the use of their truck on a given trip is called the "partner rate." The FTs have a calculator, and we pay them according to the terms of the agreement, the MTs get paid at the going rate for trucks in the delivery area.

- **Service Fee (SF):**

The customer is charged a service fee equal to 10% of the product's total weight or the destination rate. The main objective is to raise the Service Fee. (SF). More SF means more Profit and a successful business.
It is calculated by Customer Rate (CR) – Partner Rate (PR) = Service Fee (SF).
Ex- CR: 10,000 – PR: 9500 = SF :500TK

- **Delivery Chalan/Invoice:**

The customer has provided a copy of their transportation invoice, and GIM has a copy of their own invoice with all the relevant information, including trip number, truck type, loading and unloading location, product type, and customer and receiver phone numbers.

- **Invoice/Chalan:**

It's a commercial document that confirms the goods or services were delivered to the customer and lists the total amount due and the agreed-upon mode of payment.

- **Loading point:**

In order to transport products, they must first be loaded onto the truck at loading points. The loading point is responsible for putting the correct products into the correct truck in the correct quantity and in acceptable condition.

- **Unloading point:**

Location where the goods are unloaded from the truck to the destination of the shipment. It is in charge of receiving the shipment, verifying its contents.

- **Demurrage:**

Extra on-duty charge fees are part of the agreement with the client. It's essentially an extra cost penalty for delaying at the loading and unloading point. The policy between the customer and the truck owner determines the situations under which demurrage is determined.

Ex- When the line for loading is high and the waiting period exceeds a certain time that's when the demurrage is incurred.

- **Depots:**

Depots are places for storage of goods like a warehouse from there the goods are distributed. From a depot the goods can be imported or exported depending upon the customers need.

Ex- Chittagong port, Rajshahi TCB, Meghna Ghat, Mongla depot.

3.1.2 Types of Truck available in GIM- Digital Truck.

<u>Open Truck</u>	<u>Covered Van</u>
7ft – 5Ton	16ft – 8Ton
12ft – 8Ton	18ft – 10Ton
20ft – 12.5Ton	23ft – 12.5Ton

A Fixed Truck can carry only up to 12.5Ton in GIM and anything above 12.5Ton are carried by the Market Trucks

3.1.3 Service Analysis.

GIM- Digital Truck is an Enterprise logistics solution platform in Bangladesh, they provide all kinds of trucks that are easily accessible via their user-friendly website or mobile app. It is one of the biggest online marketplaces for hiring truck services. Their primary objective is to integrate technology into logistics. They employ a B2B approach to providing their services.

Their service plan consists of

- **Service efficiency:** Trucks can be hired from anywhere in the country at any time.
- **Optimizing cost:** They plan on saving cost through better planning and optimization
- **Traceability:** The trucks that are rented out are all verified users and the goods can be tracked from their mobile app.
- **Visibility & Transparency:** the transactions are 100% transparent at both ends.
- **24/7 Helpline:** The customer care is open 24/7 at your service.

3.1.4 What are the transportation routes?

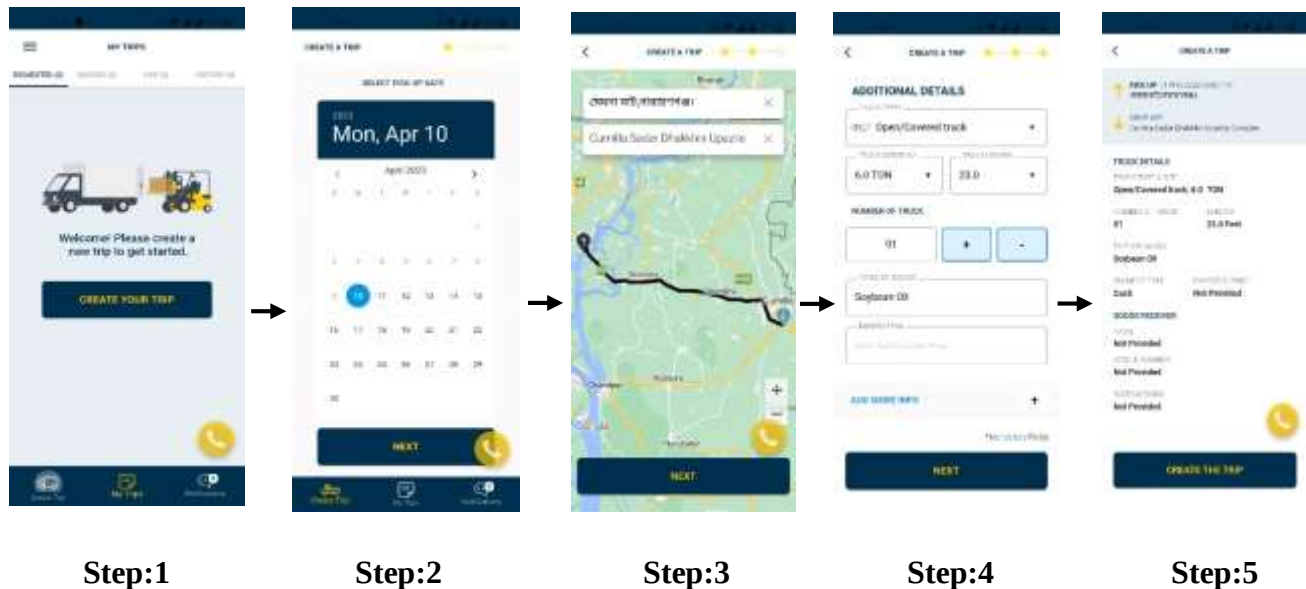
GIM has a total of 5 clusters from which all vehicles are sent, and various locations across the country from which customers can pick up their trucks. The 5 clusters are

1. Narayangonj
2. Dhaka
3. Gazipur/Khulna
4. Bogura
5. Chittagong

From here the trucks are dispatched all over Bangladesh.

3.2.1 GIM Customer App.

With the GIM Customer App, requesting a ride and keeping track on it from the palm of your hand couldn't be easier. This guide will show you how to use the GIM Customer App.

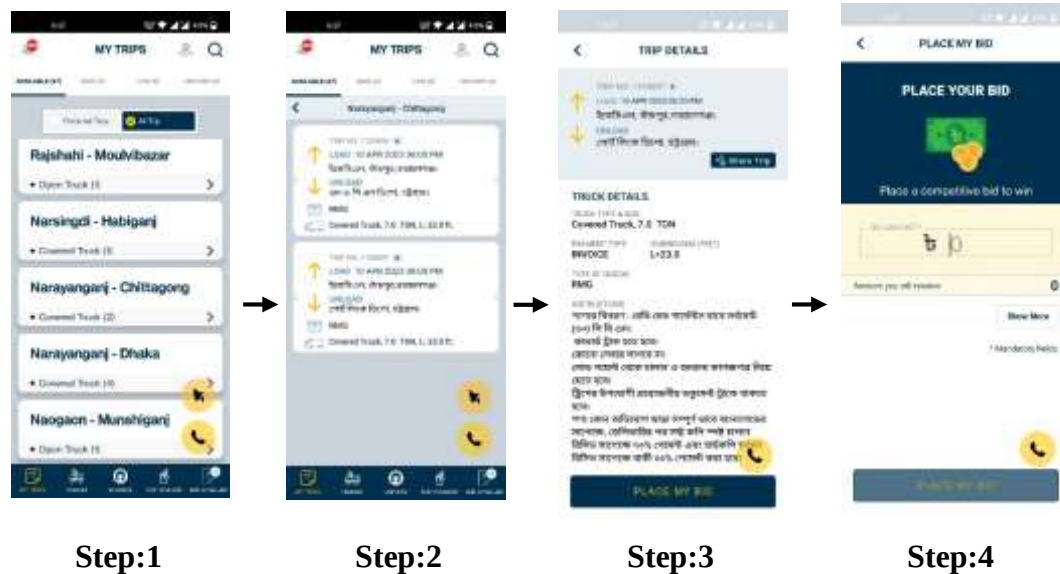


To use GIM Customer App first the user has to download the app and login using a phone number and then verify him or her by enrolling their voter ID card information for authenticity.

At the beginning of the app you can see a trip creation window if you require a truck service, then in the next step selecting the date and time that you want to avail the service, in the next step choosing the loading point and the unloading point where you want to deliver your goods, after choosing the destinations a window comes for all the necessary additional details for the customers requirement of truck and what kind of products will be transported, after filling in all the necessary details in the final stage which is step 4 the customer can cross check if all the details he or she filled in according to what they want and click on the “click the trip” button and the trip is created.

3.2.2 GIM Partner App.

The GIM Partner App was developed with the truck driver and truck owner in mind, so it is simple and straightforward to use. As you can see below, it is written in both Bangla and English, making it easy to use for a driver or owner who prefers to read in Bangla. They can view the specifics of the trip request through the app and submit a BID based on how much they are willing to charge to transport the goods.



To use GIM Partner App first the user has to download the app and login using a phone number and then verify him or her by enrolling their voter ID card information for authenticity.

At the beginning of the app, and you'll get a window showing your current location and a list of all the journeys that need a vehicle. The owner or driver of the truck must then place a BID for the amount they are willing to charge for the transportation of the goods, and once they do so, they click on the "place my bid" button, and the BID amount is stored and notified to the person who requested the truck's services.

3.3.1 Narayanganj Cluster analysis.

- **Key Account Manager (KAM)**

They are responsible for interacting directly with customers as part of their role as Key Account Managers (KAM), which brings the enterprise's logistics account to GIM. They are accountable for managing not only the clients but also the truck owners, drivers, PAMs, and GSOs as well. They maintain regular contact with the customer to ensure that all of the client's requirements are met and to determine whether or not there are any particulars that require additional attention. KAMs are responsible for ensuring that customers are satisfied, and they work directly with the corporate head offices of the companies they serve.

- **Partner Account Manager (PAM)**

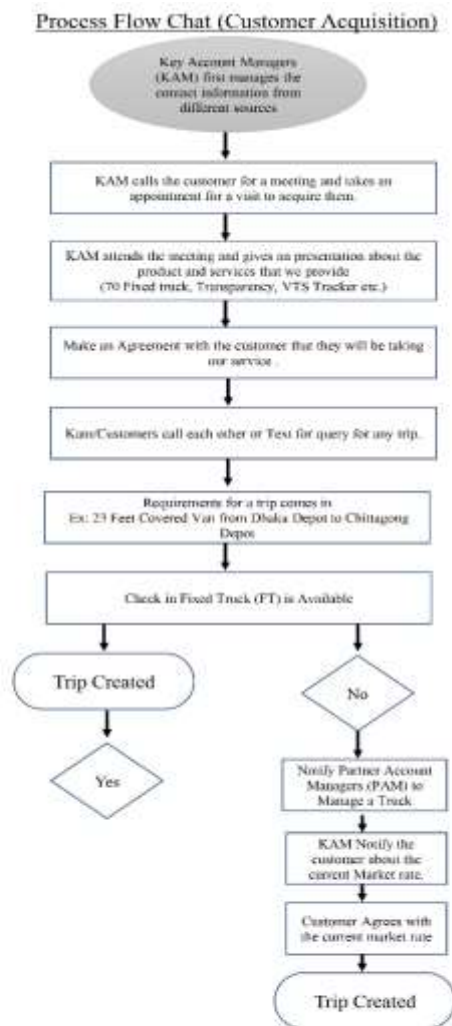
When a customer first wants a truck that meets their requirements, the first priority is to use the FT, but if it isn't available at the moment, then the PAMs are notified that an MT is required. They then analyze the MT rate, and if the customer agrees with the price point, then the truck is assigned to the specific trip. If the customer does not agree with the price point, then the truck is not assigned. PAMs are the primary personnel that interact with truck owners and drivers in the event of any inquiry and are responsible for managing all of the requirements. Additionally, the PAMs are responsible for collecting the invoices and delivering them to the GIM office in order to continue the billing process.

- **Ground Support Operator (GSO)**

In order for the truck to be allocated, it is necessary for them to perform a nine-point check on the various papers and documentations that are required, such as the driver identification card and the truck license. After being checked, they are brought to the load point, when a picture of the driver, the relevant papers, invoices, and product pictures are taken, and then the products are loaded into the truck and a lock is attached to it. While the driver is making his way to the location where the unloading will take place, all of the images are uploaded into the internal group so that they can be stored on the GIM Engine server. GSO are responsible for all these actions.

3.3.2 Customer Acquisition Process Flow Chart.

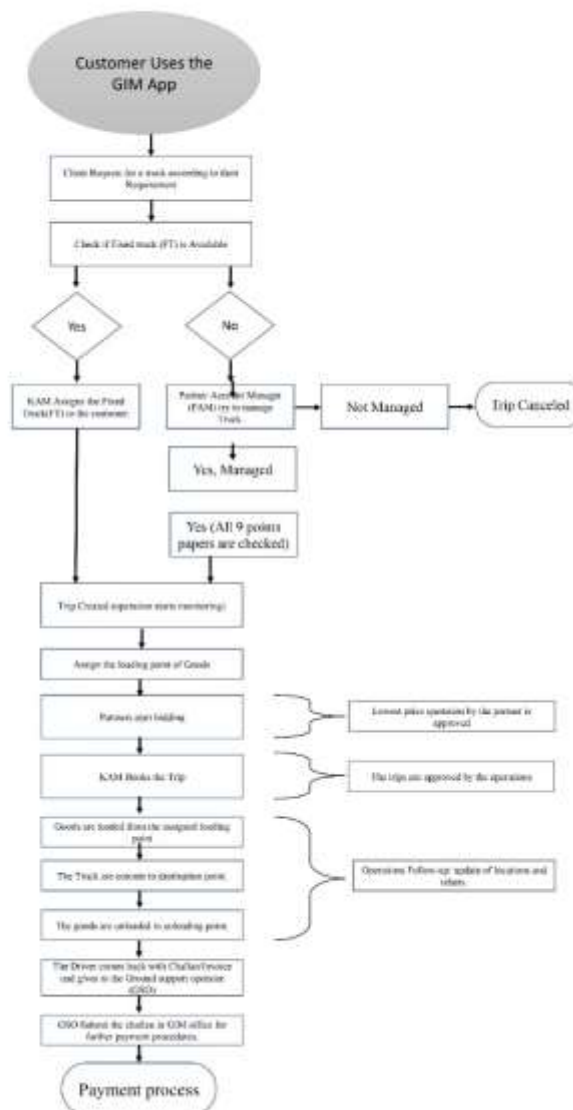
Key Account Managers (KAMs) will initially make an effort to manage the contact numbers of potential customers, and after that, they will schedule an appointment with those customers in an effort to convert them into customers. After that, the KAMS deliver a presentation regarding our service and how it will be to their advantage in the future. If the client is interested in entering into a contract with GIM, then GIM will sign an agreement with the client stating that the client will be receiving the service from GIM. If there is a trip requirement, the KAMs and the customer will call each other to discuss it. If there is a requirement, it will be checked to see if FT is available. If FT is, the trip will be created and the FT will be assigned. If FT is not available, the KAMs will notify the PAMs to manage an MT, and the customer will be informed of the cost of the trip. If the customer agrees with the cost, the trip will be created.



3.3.3 Customer Trip Request Process Flow Chart.

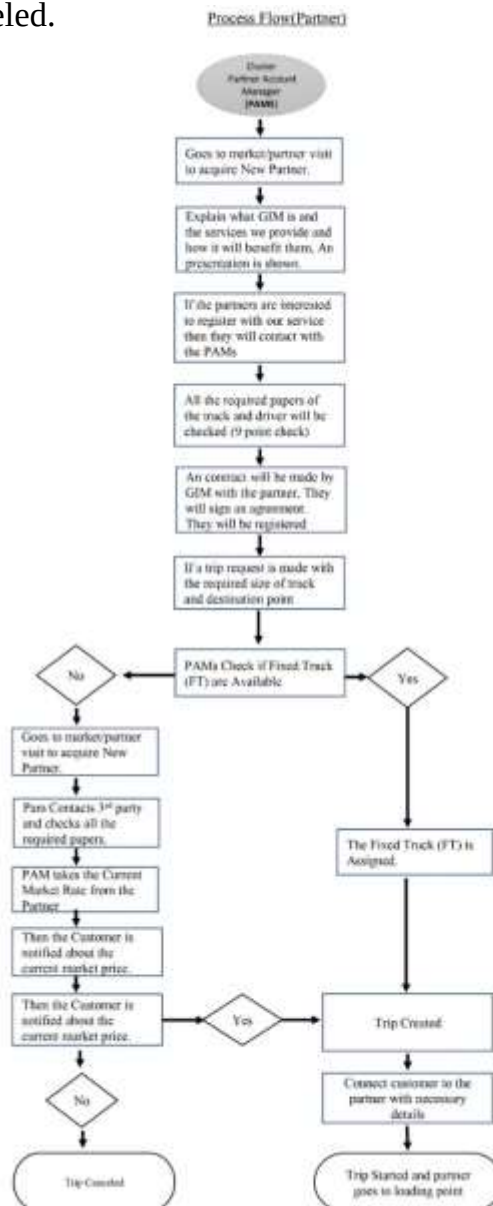
When a customer uses the GIM Customer App to request a trip, we first see if an available FT is able to fulfill the request, if so, we create the trip, if not available then, we have our PAMs try to manage an MT, if that is successful, we run all 9 Points checks on the MT before sending it to the customer's loading point. Partners begin submitting bids for the best possible price, KAM books the trips, and the goods are loaded at the designated loading site and shipped off to their final destination, all while the operations keep track on the truck's whereabouts and progress in real-time. After the products have been unloaded, the driver returns with the invoices and provides them to the GSO. The GSO then gives them to the PAM or submits them to the GIM office for billing.

Process Flow Chart (Customer Trip request)



3.3.4 Partner Acquisition Process Flow Chart.

Partnering up is vital since we need our suppliers to be able to Supply us with a Truck whenever we have a Demand. To begin, PAMs will go out into the market to find potential new partners and enlighten them on what GIM is, as well as the services they offer and how they can help the partner business. We then have potential partners register with us and sign a minimum 1-year contract after ensuring they have submitted the necessary paperwork (a 9-point check). Therefore, when a trip is requested, PAMs first contact the FTs to see if they are available before creating and assigning a trip. If no FTs are available, PAMs then contact the third party to verify the paperwork, determine the going rate, and notify the customer. The relevant information is only disclosed to the client if they provide their consent otherwise, the trip is called canceled.



Chapter 4: Activities undertaken as an GIM Intern



4.1 Work Activities as an Intern.

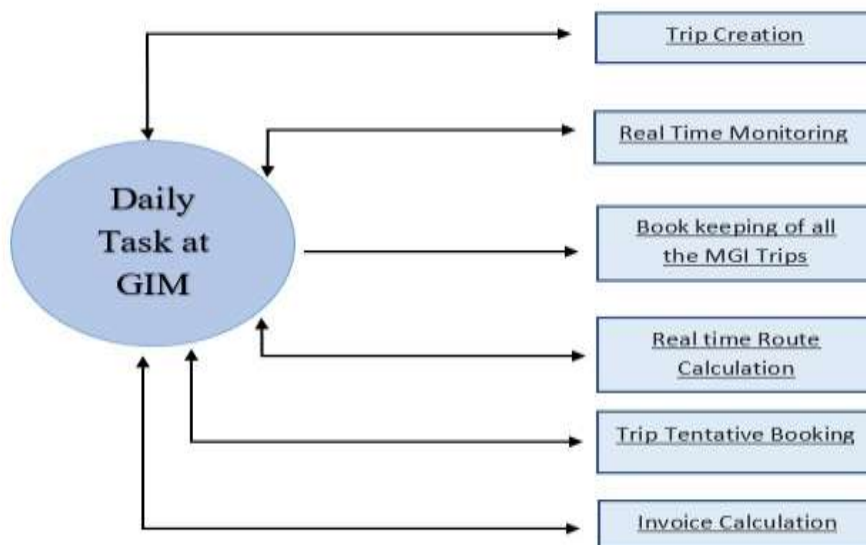
I started working for GIM-Digital Truck in February 2023, and on my very first day there, I was given the privilege and pleasure of presenting myself to all of the other employees who worked there. I was given details about the GIM-Digital Truck. The role that I hold as an internship student in the supply chain and sales department of the GIM Digital Truck head office. My time as an Intern student officially begins on that day and is scheduled to conclude three months later, on ____ May 2023. The fundamentals of the operation, as well as all of the relevant details and directions, were provided to me by my coworkers.

This internship provided me with the opportunity to get valuable job experience while also exposing me to the corporate culture, discipline, and the importance of working together. Everyone who works there is incredibly committed to their job, and in addition to this, they are extremely friendly and kind to customers and coworkers equally. At the beginning of my internship program, I was introduced to everyone, and they all gave me a broad sense of how their offices ran. Additionally, it was shown which department does what work and in which department I will have a major role as an intern.

As a fresh intern, I was placed in the Narayangonj Cluster; the head of the cluster is Ujjal Chowdhury sir, and Zoaib Hasan Tuson served as my mentor and supervisor. My job is to anticipate the truck demand of Meghna Group of Industries (MGI).

In addition, in order to make the operation go more smoothly, I communicate with a variety of Partner account managers, members of the Ground support operation team, and members of the Digital Team to obtain various kinds of relevant details. I then enter those details into Google Sheets and official WhatsApp business groups. During my internship, I participated in a variety of different task & activities.

Here are few tasks & activities that I completed as an intern on a regular basis.



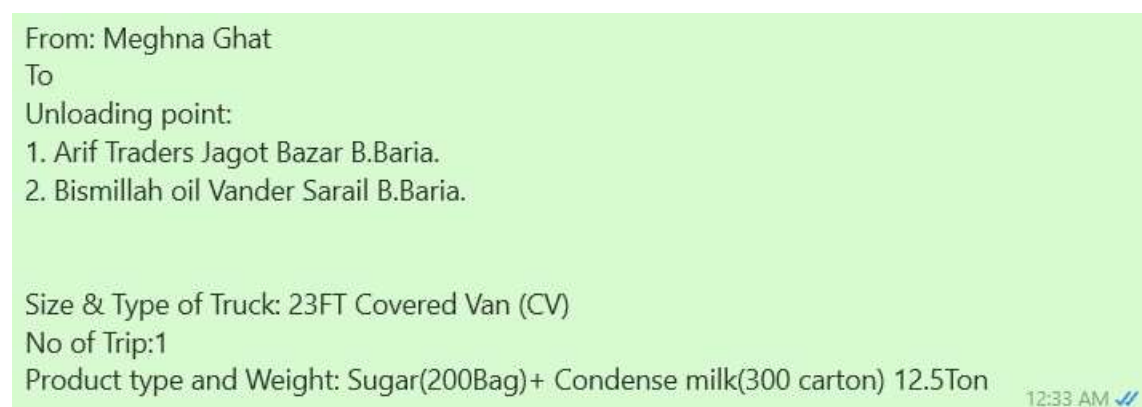
4.1.1 Trip Creation.

Since I'm responsible for fulfilling all of MGI's trip requests, creating trips is one of my primary responsibilities at GIM-Digital Truck. When an MGI customer needs a truck, they can reach us through the MGI WhatsApp group or using our exclusive GIM customer app. They fill out an extensive trip request form here. It is possible to calculate the type of truck and the TON need of truck based on the location of unloading sites, the type of product that must be transported, and the amount of weight the products weigh.

Here is an example of Trip Request from the valued customer.



My task is to elaborate on the trip specifics and share them to the operation department so that they can create the trip. This will result in the generation of a one-of-a-kind trip number, which will allow for the tracking of a particular trip using its number.



Once the operation department has all of the trip information, it will generate a one-of-a-kind trip number, which it will then share with the GIM Internal group that was specifically

formed for MGI Trips. This trip number is reserved exclusively for GIM so that they can monitor the progress of the journey and keep track of its status.

Once the trip has been generated, a Fixed Truck (FT) or Market Truck (MT) is assigned. This information is then sent to the customer along with the necessary details so that they can track the shipment. On our end, the Ground support Team gets in touch with the truck driver and informs them of the location of the loading point and the unloading point before telling them to proceed to the destination.



4.1.2 Real Time Monitoring.

Real-time monitoring is when I keep my eye focused in the GIM Internal Group of MGI, where the truck is and its status and whether the truck was replaced with another truck. This is necessary because there are occasions when, as a result of a time frame delay or truck problem, a specific truck is unable to go to the loading point, which will cause a significant amount of inconvenience for the customer. Real-time monitoring is how it ensures that the customer is not inconvenienced. Therefore, monitoring is required to ensure that the operation is carried out without any delayed and the 24/7 operation crew is primarily responsible for this.

4.1.3 Book Keeping of all the MGI Trips.

There are so many trips that need to be generated and trucks that need to be assigned, I need to keep a record of all of the Trips. The date of the trip that was requested, the distinctive trip number to track where the truck is and its status, the group from whom it was asked so that we can interact with the customer about its status, the unloading points of locations, as well as the product categories that are being transported. As well as the name of the partner from whom the truck was taken for the service to deliver the products, as well as the truck number in order to determine whether or not it was a market truck or a fixed truck, as payments are made based on the contracts for fixed trucks and market rate trucks, and as a financial transaction will take place based on these details.

Here is an example of the Book-Keeping record of the MGI Trip.

Date	Trip Number	Group	Location	Product	CR	PR	SF	Correction Status	Partner	Truck Number	FT/MT
Thursday- 6/4/23	112	GIM Transport PL - A	Ardekha, Kotoni	Water				No	Salam	C M	FT
6/4/23	112	GIM Transport PL-B Mgi	2 unloading points in B.Baria	Sugar+Condensed Milk				No	Kanani	D M	FT
6/4/23	112	GIM Transport PL-B Mgi	Natokona	S oil				No	Aul	D M	MT
6/4/23	112	GIM Transport PL - A	B.Baria & Sreenongol, Moslovibazar	OE				No	Mamun	C M	FT
6/4/23	112	GIM Transport PL - P	Rana Stone & Hewan Enterprise Narayanganj	CSD				No	Aul	D M	MT
6/4/23	112	GIM Transport PL - P	Hazan Enterprise & Madia Enterprise Narayanganj	Water				No	Aul	D M	MT

4.1.4 Real Time Route Calculation.

It is essential to have a thorough understanding of route calculation due to the quantity of kilometers that will be traveled by the truck and the amount of fuel that will be consumed, especially considering that the cost of fuel continues to rise in both our country and around the world on a daily basis. The payments are also processed in accordance with the route plan at all times. Understanding the calculation process is highly crucial due to the fact that GIM deals with two different types of trucks: fixed trucks and market rate trucks. In Bangladesh, there are certain toll costs that are incurred, and those payments have to be transferred to the partners because the toll costs are included in their payment. For fixed trucks, there are nearest return locations so that we can assign them to another trip starting from the nearest point.

You will find a list of all the toll costs and the closest return point for fixed trucks

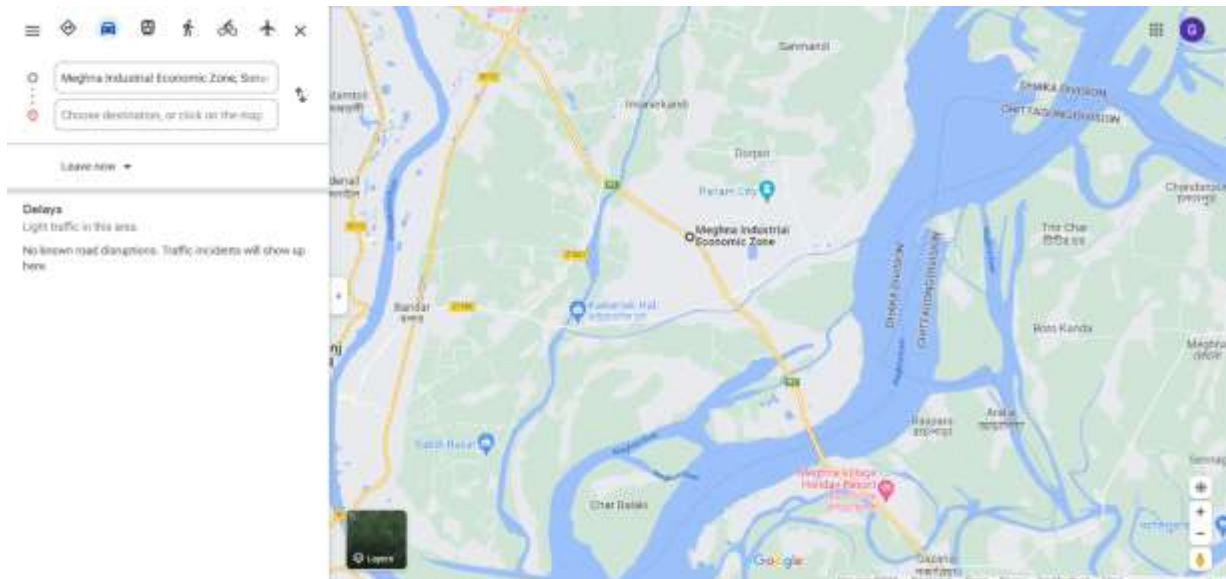
Nearest Return Point*		Booking Requirement * MT Truck does not require Return trip! Dont forget Toll if Req!				Toll Cost* (For MT that Toll cost)	
Nearest Return Point*	Nearest Return Point*	Fixed Truck		Market Truck		Toll Cost* (For MT that Toll cost)	
		Trip No.	Partner	Trip No.	Partner	Toll Cost* (For MT that Toll cost)	
*Palma/Tongal/Seldpur- Gazipur Chowmasta	*Chadpur/Faridpur/B.Baria-Rupshi	7F1- 5 Ton				*Rangpur/Bogura/Rajshahi/Saidpur/Kurigram- 3200	
*Rangpur/Bogura/Rajshahi-Gazipur Chowmasta	*Sytho/Rishorporj- Rupshi	12F1- 6 Ton				*Sytho/Suramganj- 1220, Bholarob Bridge- 1000	
*Mymensingh/Jamalpur-Mawna	*Cumilla/Tajgaon Dhk- Kanchipur	20F1- 12.5Ton				*Palma- 2850, Jamalpur- 1200, Natona- 3300	
Tongal/NIA, add Mixer bazar point between MEIZ & Tongi	*Feni/Moakhali/Choddogram- Chittagong					*Moeshikhal/Cox Bazar- 1770, Ukha, Teknaf. 1000	
Natona- Konebari	*Sreenongol, Moslovibazar- Olgur					*CTG Karnaphuli Bridge - 600, Sreenogol 2000	
	*Ukhia, Teknaf. CTG Port					*Padma Bridge - 6000, Feni. 700	
						*Chadpur 650 , B.Baria -1000, Moakhali 700	

Chapter 4: Activities undertaken as an GIM Intern

As I am doing all the route plan calculations of Meghna group of industries (MGI). Here is an example how the route plan and calculations are done.

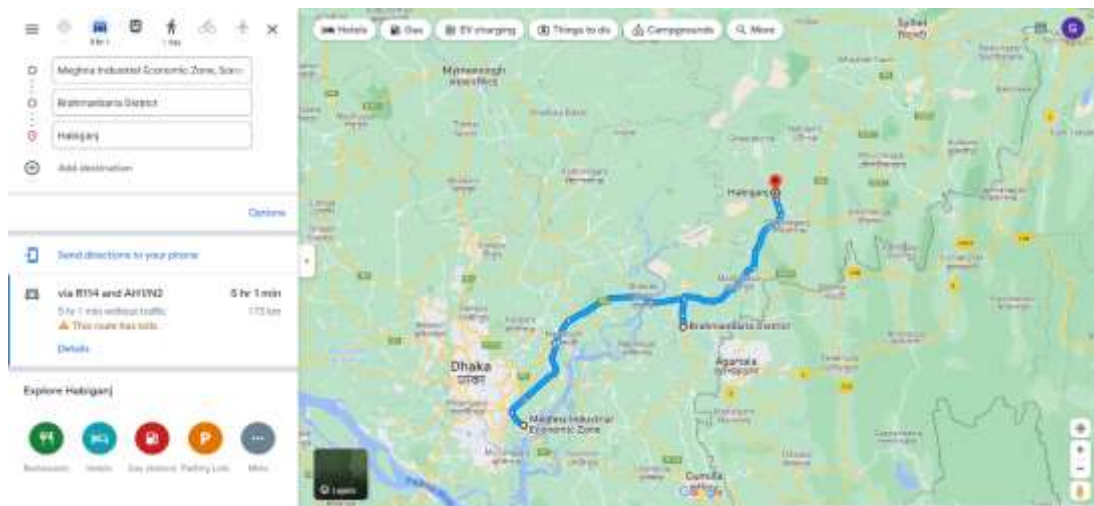
Step 1: Meghna Industrial Economic Zone (MIEZ)

login into Google Maps and then picking the Meghna Industrial Economic Zone (MIEZ) as this is their factory, and all of their products are transported from here to every region of Bangladesh through logistics activities.



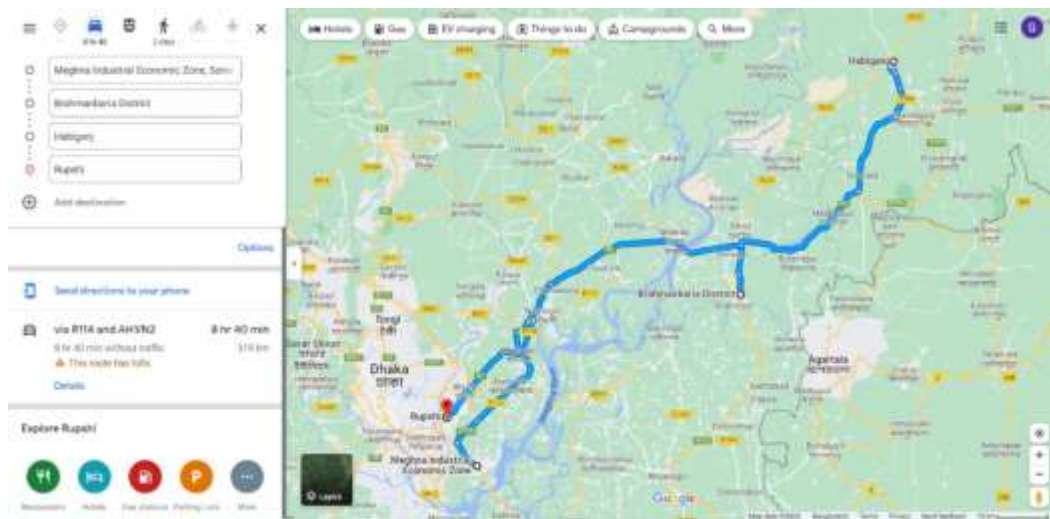
Step 2: To Unloading Points, it can be one unloading point or more than one unloading point.

Choosing the unloading point that has been specified by the customer as the locations where the products need to be delivered to the distributor or retailer Depending on the requirements provided by the customer, there may be a single unloading point or there may be many unloading points.



Step 3: Truck Return Point for Fixed Truck (FT)

If a Fixed Truck is used, then the location of the nearest return point must be specified so that the driver can be given a new trip. If the truck that has been assigned is not a fixed Truck but rather a market truck, then there is no requirement for a return point because our agreement with them is only valid until the unloading point or destination point.



Step 4: Calculation

For Fixed truck we have to do calculation in their confidential calculator and here is an sample how the calculator looks. For Market truck partner rates, the partners will let us know how much their will be charging for the specific trip. As Fixed trucks are our contracted trucks so it is our job to give them the best and fair price point. This calculator is automated we just have to fill in necessary details and automatically the Partner Rate will be generated and this is the amount we have to pay the truck owner for the particular trip.

Fixed Truck Calculator			
Current Month Count	APR	XXX	
Truck Number		DM-A- XXXXX	
Distance(KM)		Distance from Map	
Additional Toll Expense		IF Required	
Litre		XXX	
Fuel		XXX	
Body Cost		XXXXX	
Total PR		XXXXX	

Example of Manuel calculation for better understanding

NOTE: This is an assumption partner rate cost, so all of this calculation is an assumption, not an actual cost.

-Meghna Industrial Economic Zone (MIEZ) to Brahmanbaria district to Habiganj to Rupshi: 319Km

> A truck can Travel 4 kilometer Per 1 Liter of oil.

> So $319/4 = 79.75$, This is the number of liter oil that is required for the particular trip.

> 79.75×109 (Current oil Price) = 8,692.75TK + 5000 (the Truck Body cost for the day) = 13,692.75TK

4.1.5 Trip Tentative Booking.

Once the trip has been created, the route has been calculated, and the Fixed Truck or Market Truck has been assigned, the process is complete. It is necessary to make reservations for the particular trip, and I was given the task of making tentative reservations for the trip using the trip number, partner name, truck number, and customer rate (CR), partner rate (PR), and service fee (SF) information. This is to ensure that the particular truck is reserved for the appropriate trip. After that, the department of operations sends a confirmation text message saying that the Booking is "Done." This eliminates the possibility of the truck being used for any additional trips in the future until the particular trip is completed.

Here is an Example of the Booking/Reservation

The screenshot displays a mobile application interface for trip booking. It features two main sections, each with a green header and white background. The top section is titled 'Fixed Truck' and lists the following details: Trip No. [redacted], Partner: Alauddin, Truck Number: DHAKA METRO [redacted], CR: [redacted], PR: [redacted], and SF: [redacted]. The bottom section is also titled 'Fixed Truck' and lists: Trip No. [redacted], Partner: MD Sumon, Truck Number: Dm To [redacted], CR: [redacted], PR: [redacted], and SF: [redacted]. Below these sections, there are two identical white boxes, each containing the text 'GIM [redacted] Ops Manager', 'You: Market Truck', 'Trip No. [redacted]', 'Partner: [redacted]', and a 'Done.' button. A small 'Done.' button is also visible at the bottom right of the screen.

4.1.6 Invoice calculation.

At the load point in the Meghna Industrial economic zone (MIEZ), invoices (including a copy for the customer and a copy for the transporter, as well as a gate pass and any other required documentation are handed over in order to load fast-moving consumer goods (FMCG) products in the truck. Due to the highly confidential nature of these Invoices, as these invoices are used for billing MGI for our service, I am unable to share any details of Internal MGI bills. When these are received by ground support operators, they are immediately uploaded there in this group.

A sample of the GIM group where these bills/Invoices are uploaded



4.1.7 MGI Calculator for invoice.

This is an MGI calculator that was created by the developers working on our Digital Team, led by Jisan Aftab sir. As we input the data of location and their unloading points, product type, and the quantity of the products in cartons into this calculator, it automatically generates the unit price and other additional prices, the real Customer rate (CR), Partner rate (PR), and Service fee (SF). Meghna Group of Industries (MGI) provides an estimated price for each product as well as the location price. The pricing also differs based on whether or not it is a covered van or an open truck. In addition, there is an additional charge of 500 tk for each unloading point.

Sample of Meghna Calculator.

Meghna Calculator 10 MT (NRG) (PC & CV)										
SL	Location	Unit Price	Product Type	Quantity	Initial Price	Additional Carton	Additional Price	Customer Rate	Total Carton	Truck Type
1	Unloading location1	XXX	FMCG Product(Name)	XXX	XXX	XXX	XXX	XXX	XXX	
2	Unloading location 2		FMCG Product(Name)	XXX	XXX	XXX	XXX	XXX	XXX	
3	N/a		N/a							Open Truck
4	N/a		N/a							
5	N/a		N/a							
6	N/a		N/a							
					CR					
					PR					
					SF					

Chapter 5: Constraints/Challenges & Valuable insight gained from the Internship Program



5.1 Observation in the Organization and the challenges.

Moving from an educational environment to an office environment is a major life change that comes with many new responsibilities and the real possibility that even a minor slip-up may have grave consequences for the company. As an intern student, I have encountered several challenges in the internship program. When it comes to providing services, GIM-digital truck never stops, there are few difficulties I have faced in the internship are given below

Working
under
pressure

Lack of
employees

Working extra
hours & at
home to meet
task deadline
& expectation

Anticipating
Sudden trip
requests &
calculations

Adjustment
to
organization
culture

5.1.2 Working under pressure.

At the office, I often have to take on additional responsibilities exceeding my regular duties. Since my supervisors have different requirements on a daily basis, I sometimes find myself balancing multiple responsibilities at once, which is quite difficult for me. As a result, I am often delayed in achieving my goals because of this, there were situations when I had to take work at home in order to complete my work. There were certain days, my supervisor called me at home or on a weekend to assign me extra tasks.

5.1.3 Lack of employees.

The GIM offices can be found in different parts of Bangladesh. However, there is not a sufficient number of employees, and everyone has a heavy workload. Everyone's workload would lighten if there were additional employees on hand.

5.1.4 Working extra hours & at home to meet task deadline & expectation.

Meghna group of industries requires logistics service at any time, which is why it is sometimes necessary to work extra hours, even at home, in order to meet their demands. In addition, there is a specific deadline to create and reserve a trip, and there are times where a task is given along with a target to fill that task, and it can be very difficult to meet expectations at times.

5.1.5 Anticipating Sudden trip requests & calculations.

Due to the fact that Meghna Group of Industries (MGI) sometimes requests trips after office hours and mostly at night, and because they want an immediate response from our side, and because I have to create trips and ensure route calculation and booking instantly in addition to all of the other process, it becomes over whelming to keep up with the task after a long and difficult day of work.

5.1.6 Adjustment to the organizational culture.

GIM, is a company or organization which is same as any other company, that has its own workplace culture. Sometimes it is expected of regular employees, who have adapted to the organization's environment, it can be challenging for new interns to become accustomed to the way things are done in the company. The first few days of my internship tenure, It was quite hard for me to interact with other people due to the organizational culture. In addition to this, I found that making phone calls to customers and speaking with them about business objectives made me feel awkward.

5.1.7 Misalignments (differences between theories & practices).

Subject	According to Academics	According to Experience
Communication Skills	We only learn the basics of business communication at university, but we don't get to practice it fully.	Involves a lot of formal, analytical communication with different levels of teams.
Behavioral approach	In more relaxed settings, such on campus, where relationships tend to be stronger, we tend to have higher expectations.	Since working life is official, we cannot anticipate informal behavior.
Presentations	Students had to submit an assigned topic in front of the teacher in order to receive excellent grades.	Expressing problems and explaining them to your colleagues and superiors

5.2 Any gaps in training or experience must be addressed in the intern's work.

I've never worked at a job where the whole environment was formal. As I learned about different types of work while working for the organization, I often discovered a number of inconsistencies. I felt enormous pressure at times which resulted in being stressful.

I received tasks to do without being made aware of them, without prior knowledge. For example, I have to call one of the potential clients for asking about their logistics co-Ordinator's number and initiate or fix a meeting with them and, I was completely unprepared for this task because I have never made a corporate call to a client. I think that increasing our practical knowledge of this topic was necessary.

5.2.1 Valuable insight gained from the internship program.

As an intern in GIM - Digital Truck, I was able to gather experience that will be useful throughout my career. At GIM, I was able to develop Interpersonal skills, technical skills and self-development knowledge. I learned about the organization's various departments, its operational procedures, and its management.

5.2.2 Corporation Culture.

GIM- Digital Truck is one of the most successful logistics companies in our country, in addition, it has a strong corporate culture. Here are few details of the company culture.

- **Technical understanding:** I improved my skills in Microsoft Word, Excel, and PowerPoint through regular use in my job. My technological knowledge grew thanks to the program. When I was first learning how to do the work, my supervisor patiently walked me through each step so that I could eventually become efficient. For route calculations, I also needed to keep in touch with the digital team, as market rates are always fluctuating. Working together, we were able to take the appropriate measures to ensure the success of the trip.
- **Personal Development:** In my professional opinion, GIM was the single most important factor in my personal growth. I learned many things about the corporate world, such as the dos and don'ts, how to behave in a corporate environment, and the challenges, while working here.
- **Time Management:** I have learned that being in a working profession I have to commit to the environment and corporate culture by being on time for all of my daily activities. In this company, time management is highly regulated. The rules at GIM Digital Truck are precise, arriving to the office strictly by 10am is mandatory in their policy.

- **Discipline:** Discipline is a must in any organization or company. GIM Digital Truck's human resources department never makes a mistake in these situations. Effective time management, making the office a pleasant place to be, always being kind and humble, etc. I can say I have finally become formal and disciplined.
- **Communication:** My communication skills have grown significantly since I started working here. I had the fear of communicating over the phone with unknown people but that is no longer there because I have to communicate with different co-workers and clients on a daily basis. I am able to communicate more effectively thanks to these encounters.

5.2.3 Professionalism.

How I present myself in the job, including my skills and behavior, is an important part of my professional image. It's standard procedure at work, at least where I work. As a member of this professional group, I've had the opportunity to develop my professional skills. Improved punctuality, keeping a schedule, email and text message etiquette, phone etiquette, document organization, focus, attitude, and teamwork are just some of the skills I've picked up.

- Attending meetings and events on time shows your gratitude for other people's time.
- The easiest way to demonstrate you want to learn is to arrive at meetings with a notebook and a pen. It suggests that I'm hoping to gain some important information from the conversation, such as new responsibilities or duties.
- Gaining the respect of coworkers and other employees is made easier by effective grooming. It generates a positive first impression at work.

Chapter 6: Conclusion



6.1 Conclusion.

The internship was a fantastic experience and educational opportunity. My understanding, expertise, and competence have all benefited from this. I've gained knowledge, honed skills, become more aware of my weaknesses and been given the chance to improve through reflecting and growth, and met many interesting new individuals. I learned a lot about the Supply Chain sales & Operation team and how to conduct oneself professionally. I learned how the company operates in general. These are the things that will advance my professional life.

Interns in Bangladesh's corporate sector are expected to have certain traits, including a willingness to learn new things, a broad set of applicable abilities, the ability to manage their time effectively, the ability to work together, a passion for detail, the ability to make and maintain professional relationships, a strong work ethic, and strong academic backgrounds. The difficulties I have encountered throughout my internship have been manageable because to the soft skills I have developed as a student. Along with this, I made it an effort to routinely attend events like career seminars, Career fairs and different industry workshops, all of which provided invaluable insight into the job search process and how to overcome obstacles like poor grades and a lack of experience.

The internship with GIM - Digital Truck was ideal because of the many opportunities it provides to its interns. They provided me with a secure workspace and other facilities, such as an appealing remuneration, access to a wide range of resources, a warm and friendly work environment, and generous mobile allowances. They helped me cope with my limitations by providing guidance and encouragement.

Students in business schools, in my opinion, should take full use of the internship opportunity because the three-month program will cover fundamental knowledge. Because they can learn about their opportunities, strengths, limitations, and other aspects through an internship.

6.2 Proposed Organizational Improvement Plan:

Existing Problem/Weak Areas of the Organization identified.	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 & Financial)	Expected Concrete Result/Outcome
Lack of Employee.	They need more employees, so they need to recruit more.	They have to hire more Employee.	HR Department	Job postings and other careers Circulars for job-hunting websites Such as LinkedIn	The result will be improved service quality.
Shift Based Duty	When an employee is under too much pressure at work, and has to take work at home also their productivity declines.	Schedule shifts: Assign each worker a shift. This system can use rotating shifts day wise.	HR & Sales Department	Understanding roster-based duty Creating and implementing will require finances.	It will Increase more efficiency
Limited branding and marketing activities	GIM Digital Truck should take some initiative to promote the brand.	To discover whether or not marketing is profitable for the business.	Marketing Department	Financial & More Marketing Specialists	Profits for the company will increase as a result of this.
Lack of sitting space	They should to make an attempt to provide sufficient seating for their employees.	As the number of employees grows, so too does the need for additional office space.	HR Department	Relocate to a bigger office which will require financial resources.	The team and the department will function more effectively if everyone has their own space.
Lack of Automation	They perform a lot of repetitive work on the job, and automation might greatly simplify and speed up their daily operations.	More Technology advancement by implementing AI.	IT, Operation Department	Adding QR code system, OTP system for tracking and tracing.	It will Improve operation Speed. And reduce dependency.

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Experience Certificate of GIM- Digital Truck.



Date: April 30, 2023

To Whom It May Concern

This is to certify that Mr. Farhan Chowdhury of United International University has successfully completed his internship in GIM – Goods in Motion (a concern of Ejogajog Limited). The internship start date was February 12, 2023, and end date was April 30, 2023.

During this period Farhan worked in various areas 'Sales and Operations' and Farhan has shown a lot of skill in his work and we found his to be extremely curious and hardworking.

His association with us was beneficial and we wish him all the best in his future endeavours.

Best Regards,

A handwritten signature in blue ink, appearing to be "Masrur Ali".

Masrur Ali

General Manager, Human Resources