



اَوْبُورْ سِيْتي تِيْكَنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF OFFICE SYSTEM AND MANAGEMENT (HONS.)

MGT666
INTERNSHIP

INTERNSHIP REPORT



GCM GRACE CROSS SDN. BHD.

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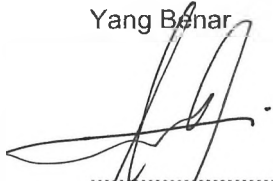
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ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to GCM Grace Cross Sdn. Bhd. For giving me the valuable opportunity to have an internship experience for the organization. I am truly thankful to the entire team for their support, guidance, and willingness to share knowledge throughout my internship placement.

An appreciation to the company supervisor Sir Iqbal and Miss Zareen for mentoring and the encouragement that helped me growth both professionally and personally. I am also taking this chance to express my gratitude for the welcoming and collaborative working environment provided, which allowed me to gain hands-on experience in real-world business operation.

In the meantime, I would like to extend my gratitude to my university supervisor, Madam Nurul Ain binti Mustakim for her continuous support, constructive feedback, and guidance throughout the internship period.

Finally, I would thank my classmates and lecturers for their unwavering encouragement and sharing knowledge as well as motivation throughout the journey.

1.0 EXECUTIVE SUMMARY

This report is my personal internship experience at GCM Grace Cross Sdn. Bhd. located at Iskandar Puteri, Johor Bahru, Malaysia. On 3rd March to 15th August 2025, I had the opportunity of serving as the Admin Assistant in E-Commerce as the Bachelor of Office Systems Management (Hons.). The curriculum was under the faculty of Business and management, Universiti Teknologi MARA, UiTM Cawangan Melaka, Kampus Bandaraya Melaka.

Sitting at the cross of e-commerce and Malaysia, and Singapore, GCM Grace Cross Sdn. Bhd. is a company that engages in a wide range of beauty- and health-related products, household goods, kitchenware, and personal care products markets via several platforms, including the popular online platform which are Shopee, Lazada, Redmart, Tik Tok NTUC FairPrice, and GrabMart. In Malaysia, the firm is acting as a subsidiary and it deals with sourcing products, logistics in purchase houses, and customer interaction through Shopee, Lazada, TikTok, and GrabMart.

Throughout the 24-week internship, I was responsible and assigned into several sectors of the organization focus for E-commerce which include customer service, marketing support, products listings, inventory management, and order fulfilments. Moreover, I was involved with the team in content creation, TikTok collaborations with TikTok Creators and contributed to the online promotions strategic planning.

Such placement allowed the application of theoretical constructs to practice, development of critical soft skills: time management, communication, and problem-solving, and valuable information-in understanding how a vibrant E-commerce business operates. In addition, I evaluated the position of this company with the help of the SWOT analysis, which helps to evaluate the internal strengths and weaknesses, and external opportunities, and threats of the given company based on the supervision from the supervisor and the general observation of the industry.

Conclusively, the internship was fulfilling and educative, in a way that it served to increase my understanding of E-commerce. It will also contribute significantly to my studies, as well as career by offering hands-on skills and a level of confidence to succeed in professional career.

TABLE OF CONTENT

1.0 EXECUTIVE SUMMARY	1
2.0 COMPANY PROFILE	2
2.1 COMPANY BACKGROUND	2
2.2 ORGANIZATIONAL STRUCTURE	3
2.3 SERVICE OFFERED BY GCM GRACE CROSS SDN. BHD.	4
3.0 INTERNSHIP REFLECTION	6
3.1 INTERNSHIP POSITION	6
3.2 ROLES, RESPONSIBILITIES AND REFLECTION	6
3.3 SPECIAL PROJECT AND ASSIGNMENTS	12
4.0 SWOT ANALYSIS	13
4.1 STRENGTH	14
4.2 WEAKNESSES	21
4.3 OPPORTUNITIES	24
4.4 THREATS	26
5.0 RECOMMENDATIONS	29
6.0 CONCLUSION	32
7.0 REFERENCES	33
8.0 APPENDICES	35