



اَوْنِبُورِ سَيِّتِي بِاَتِي كُنُو لَو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM) KAMPUS BANDARAYA MELAKA  
FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL  
BUSINESS

MGT 666 - INTERNSHIP  
INDIVIDUAL ASSIGNMENT  
(GD EXPRESS SDN BHD)

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STUDENT NAME	MATRIC NUMBER	CLASS
MOHAMAD NAJMAN BIN SHAMSUDIN	2021101125	M1BA2466C

**PREPARED FOR:**  
**SIR MOHD FAIRUZ BIN JAMIL**

**SUBMISSION DATE:**  
**2023**

## **ACKNOWLEDGEMENT**

I would like to take this opportunity to extend my heartfelt gratitude and appreciation to all those who have played a significant role in the successful completion of this report. The culmination of this project would not have been possible without the support, guidance, and encouragement of numerous individuals and entities, and I am deeply thankful for their contributions.

First and foremost, I am immensely grateful to my lecturer supervisor and company supervisor, Sir Mohd Fairuz bin Jamil and Ms. Sharifatun Nabilah, for their unwavering support and valuable insights throughout this research endeavor. Their expertise and guidance have been instrumental in shaping the direction of this work, and I have gained immeasurable knowledge under their mentorship.

I would like to express my profound gratitude to GD Express Sdn.Bhd, where I conducted a major part of my internship. I am indebted to the management and staff for providing me with access to valuable resources, facilities, and data that have been essential to the successful completion of this project.

My heartfelt appreciation extends to my colleagues and peers who have offered their assistance, constructive feedback, and stimulating discussions during this study. Their diverse perspectives and collaborative spirit have undoubtedly enriched the quality of this report.

I would also like to recognize the invaluable support of my friends and family. Their unwavering belief in me and their understanding during the demanding periods of this project have been a constant source of motivation and encouragement.

Lastly, I extend my gratitude to all those individuals who may not be mentioned explicitly but have provided support and encouragement in various ways. Whether it was through discussions, constructive criticism, or simple words of encouragement, your contributions have been significant and appreciated.

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## 1.0 STUDENT'S PROFILE

### MOHAMAD NAJMAN BIN SHAMSUDIN

#### OBJECTIVE

An International Business Student with strong analytical skills and expertise in business, financial, accounting and investment management. Recognized as an excellent team player and able to work in a highly organized environment. Aspiring to seek a work placement in all industry areas related to the global field. **Available to start working in September 2023.**

#### EDUCATION BACKGROUND

##### University Teknologi Mara (UiTM) Kampus Bandaraya Melaka

Melaka

*Bachelor of Business Administration (HONS.) International Business*

*October 2021 - August 2023*

- **Cumulative GPA:** 3.41
- **Competition:** Choir Competition University 2023

##### Universiti Teknologi Mara (UiTM) Tapah

Tapah, Perak

*Diploma in Accounting Information System*

2020

- **Cumulative GPA:** 2.70
- **Organizations:** Kelab Pencak Silat

#### WORK EXPERIENCE

##### GD Express Sdn. Bhd

Petaling Jaya, Selangor

*Internship*

*March – August 2023*

- Responsible for handling and checking parcel for any prohibited item before release for delivery.
- Responsible for reweighting and checking measurement of parcel to make sure tally with customer description.
- Responsible to updated located MBB and monthly aging summary report for submission to finance department.
- Assisting team leader by ensure payment correctly allocated to the appropriate account and against the appropriate invoices.
- Assisting team leader by monitor customer credit limit and follow up customer that having outstanding payment for group and personal account.
- Assisting team leader by follow up branch account to make sure monthly collection target set achieve before suspend overdue account.
- Assisting key in data for customer in reverse charge or 3<sup>rd</sup> party Customer Service & Traffic Control apps and responsible to follow up customer for their pickup confirmation.
- Responsible for setting up conference room for Training purpose (room, audio system, food beverages)
- Responsible to prepare MMRL training for new staff (video and test).
- Responsible to make copy of training certificate for auditing purpose and packing before distribute to their department.
- Responsible to updated case that solved with credit note and update closing case that exceeded TAT under claim entry.

##### Steen.Gadget

Dengkil, Selangor

*Marketing member & Dealership*

*December 2019 – Present*

- Responsible to set sales target and create marketing strategy to achieve the sales goal.
- Analyze sales data and market trends to identify the opportunities for business to grow.
- Collaborating with advertising or promotional managers to coordinate and do the direct marketing strategies, to promote products in store.
- Establish rapport with the customers, and recommending the best selected items according to the customers' needs to achieve the sell-out targets.
- Evaluating all the financial aspects of products to do the marketing strategy in the aspects of budgets, expenditure and profit loss projections.

**KRUPKRAPMY****Gombak, Selangor***Dealership**March 2020 – July 2022*

- Implemented effective marketing strategies in business to attract the potential customers.
- Responsible to plan, making the strategic decision and organizing the day to day operations of business.
- Creating and managing the business plan, vision and mission for the business and setting the sales target every week in this business.
- Manage to successfully gain the sales target for about 25% every week and repurchase the inventory to meet the customer's demand

**7- Eleven****Rembau, Negeri Sembilan***Sale Assistant**March 2017 – June 2017*

- Manage and supervise all aspects of the store including sales, customer service and inventory management.
- Responsible to ensure that the store is clean, well-organized and restock the inventory that come every day.
- Preparing and monitoring of the department budget every day and achieve the KPI settings.
- Responsible to do the financial and accounting for the sales transactions that occurs at the end of shift.

**LEADERSHIP EXPERIENCE****Enchanting Sabah Malaysia Borneo***Sponsorship Leader**January 2023*

- Develop plans to close gaps in sponsorship portfolio.
- Identify potential sponsors to support sponsorships for the event and education trip.
- Propose trip budget for management approval & propose sponsorship performance metric and key performance indicator.

**Academic Seminar “Skills Up: Heroes in Training, Manner is a Beauty That Never Fades”***Multimedia Member**January 2023*

- Responsible to supervise all the equipment in good condition during the event.
- Take high quality photographs of the event and VVIP's including taking portraits, group photos and event photos.
- Work closely with the Floor Manager and all the teams in event to making the event goes smooth.

**SKILLS & INTERESTS**

**Skills:** Advanced Microsoft word, Excel, PowerPoint, Design (Canva), Editing, Photography Shooting, OBS Studio Streaming, Familiar with Customer Relationship Management system, Customer Service Traffic Control system, and Aging Report Portal system.

**Interests:** Digital Marketing, Multimedia, Communications, Business Consulting

**REFERENCES****MOHD ISHAM BIN ABIDIN****SHARIFATUN NABILAH BINTI JALIL MASEI**

Academic Advisor

Human Resources Officer

Faculty of Business and Management

(Internship Supervisor)

UiTM Kampus Bandaraya Melaka

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## 2.0 COMPANY'S PROFILE



Established in 1997 with its headquarters in Malaysia, GD Express Carrier Bhd Fundamental Company (GDEX) is a goods forwarding and logistics company. It is an investment property holding firm that also provides parcel delivery services and has a network of 96 stations (53 branches, 41 agents, and 2 stations in the United States and Singapore). GDEX is a company that operates in many different countries through the Logistic and Express Delivery divisions of Teong Teck Lean, and it is also listed on the Main Board of Bursa Malaysia. GDEX is a courier service that prides itself on speedy and reliable deliveries, as well as on encouraging its employees to work together for the sake of gaining a competitive edge. Their goal is to establish themselves as a frontrunner in the Malaysian express delivery business and an example for their competitors to follow.

The eleven Incoterms rules established by the international logistic and trade advisory have been adhered to by GDEX. These rules govern the types of products that can be shipped (for example, air freight vs. ocean freight), the modes of transportation that can be used, and the syntax that must be used when drawing up paperwork and invoices between the exporter and the importer. The GDEX exporter is responsible for preparing the products for international shipment and providing the importer with the paperwork required to clear customs in the importing country. FedEx and GDEX formed a corporation in 2002 to jointly offer express courier services. With over 600 personnel and hundreds of transport vehicles, GDEX is no longer focused on serving customers (end-users) and corporate clients through partnerships with companies like Atomy. In addition, GDEX is placing a premium on investing in information technology that will make it simpler for its international partners to communicate across borders. GDEX Express also places a premium on its human resources, with a commission structure designed to entice additional employees to join the team. The more open HR is, the more workers will be able to see how their contributions fit into the larger organizational scheme and how their performance is evaluated.

### **Current Processes of GDEX**

E-logistics (electronic logistics) between GDEX's international and domestic logistic

operations now serves as a customer support mechanism. They enhance quality and dependability for customers by reviewing procedures and staff consistently. Their procedure, which is a well-documented and open-to-view management system, is very methodical for the future management team, once all the managers' insights have been compiled. In addition, GDEX provides a packing service, inventory storage, logistics management, and online shipping monitoring for all customers. Customers may monitor the status of their shipment online using a tracking number, and the company has made it easier to get in touch with them by adding a chat feature to their website. Since many businesses and consumers will be employing carrier services to transport seafood during the MCO scenario in 2020, the company is also providing frozen food delivery as an additional service.

GDEX operates its domestic express carrier service around the clock, every day of the week (excluding Sundays and public holidays) in Malaysia. The company's land freight and fleet management programme equips each vehicle with a Global Positioning System device and offers a variety of services to satisfy the requirements of its clientele. Same-day delivery, or SDD, is a service used to send and receive packages or documents that are time-sensitive and must be handled immediately. In addition, the diplomat's delivery service ensures that high-value packages reach their destinations in Malaysia or abroad without delay. The company offers customers limited alternatives from which to choose. A customer can save money by selecting the self-pickup option while setting up their package. The second choice is to "lodge," which entails requesting that the system deliver the packages to the nearest GDEX location. As an added service, GDEX will return expensive items to the shipper after collecting them from the consumer. The company offers a return order delivery service as well. Cash on delivery (GD Express Sdn. Bhd.) is a convenient option for customers of online retailers.

However, GDEX's worldwide express service necessitates delivering packages over international boundaries and employing shipping methods including air freight and ocean freight, each of which has its own set of rules and paperwork requirements. The company also offers convenient shipping to over a hundred different nations from either a port or your front door. The company (GD Express Sdn Bhd) includes a commercial invoice with every package it sends, even if it doesn't include any legal paperwork. During a change in management, GDEX offers its clients individualized logistical solutions, meeting their unique needs in terms of delivery specifications and geographic coverage.

### 3.0 TRAINING REFLECTION

- **Supervisor:** Sharifatun Nabilah binti Jalil Masfi
- **Division:** Rotation Department
- **Working Day:** Monday - Friday
- **Working Time:** 8.30 – 5.30
- **Internship Period:** 1 March – 15 August (24 weeks)
- **Allowance:** RM 900

Training as an internship in GD Express Sdn. Bhd is one of biggest opportunity to enhance myself during study because as intern I am able to involve directly to the real world at workplace. The internship program started on 1st march 2023 to 15th august 2023 where its equivalent to 24 weeks training as required by UiTM. As an International Business student, students was assigned to the rotation department for me to get more experience and knowledge. For example, International Department, Credit Department, Training Department, Customer Service Department and Claim Compensation Insurance Department. For working days, it requires students to attend weekly from Monday to Friday while the working hours start from 8.30 am to 5.30 pm which is about 8 hours of daily requirement.

In the International Department, student was assigned under Mr. Eddie, who is Head of Department and student, was getting a briefing on the job scope. In that department students learned many things, for example to identify differences between document and parcel, prohibited items that need police specialty or under internal inspection, how to reweight and repack parcel to co-loader. Besides, students also learn the process of shipping parcels from Malaysia to countries worldwide and what to do. Next, in that department students also need to open the parcel and check the item whether it's the same with customer description or not and if then customer has 2 choices whether to take it at hq or will it be disposed of.

Next is the Credit Department. students were assigned by Ms Stella (Head of Department) under Team leader supervision which is Ms. Zura (Team Leader B) and Ms Ila (Team Leader D). In this department students were assigned how credit officers work and what needs to be achieved every month. In this department every team had their client and have achieved their monthly target collection. A student's job here is to make sure payments are properly allocated to the right account and monitor customer credit limit usage and to suspend their account according to policy. Besides that, students also have to follow up with appropriate



telephone contact that has been made to customers at the earliest possible stage on overdue debts. The students' next job is also to help the branch by following up their customer pending payment and monitor payment before suspending the account according to the policy.

Students' next department is the Training Department. Here students were assigned under Mr. Thevan, Head of the Training department. In the department, students were assigned to set up a conference room and handle internal training such as excel training, safety training, forklift safety training and situational leadership training. Besides, students also help by preparing their needs such as breakfast and lunch and take them to the assigned restaurant. Besides that, students are also responsible for handling the training certificate by making certificate copy, filing for the event and certificate for internal audit.

Other than that, students also were assigned to the Customer Service Department (CS) under Mdm. Alagamah and Claim Compensation Insurance Department (CCI) under Mr. Rohisham. In the customer service department basically students doing the same job scope which is to key in data for normal and 3rd party reverse charge. The data that students key in is the data such as customer name, addresses, phone number and making confirmation on their data whether they want to pick up a parcel or not. For a normal party basically, the parcel is picked up from sender to receiver but for 3rd parties the parcel is picked up from a different address and sent to the receiver. For the CCI department, basically students have a task for closing cases that exceed TAT for the year 2019 to 2022 and update daily closing cases using credit notes.

Students' next department is the Fleet Department (Transportation). In this department students were assigned under Mr. Hafiz. in this department, students were assigned to create plate numbers and generate QR code for work tickets to monitor all company vehicle usage and put them in each vehicle bag. Next students also need to do filing regarding all company vehicle certifications for example roadtax, puspakom inspection, insurance and the registration card. students also have been tasked to install roadtax to the company vehicle. Other than that, students also have been assigned to take experience by going to company vehicle breakdown to see and learn what needs to be done.

Next, the students have been transferred to the Human Resources Department under direct supervision from the student supervisor, which is Ms. Nabila. In that department, students have been assigned a job to key in employee personal data regarding the change of the reimbursement travel and maintenance and need to put the hard copy of the letter into the employee personal file. Besides, students also have been assigned to sort all Habib Gold authentication card and bag for selected employees that have served the company as a token of appreciation.

## **4.0 SWOT ANALYSIS**

### **4.1 Strength**

- **Greater Customer Service**

At GDEX, the consumer always comes first. The satisfaction of GDEX's clientele is of the utmost importance to them. GDEX has improved customer service via a number of means. First, GD Express Sdn. Bhd. set up a POD system to monitor the shipments passing through their facility. In order to monitor the development of deliveries, they upgraded the POD system to a web-based tracking system. In addition, GD Express Sdn Bhd accepts cash on delivery (COD) payments, which allow customers to pay for their packages as they are delivered. It has the potential to boost client confidence in GDEX. Not all businesses have a COD system available. J&T Express, for instance, does not accept or provide COD service. GDEX also boasted an enhanced IT infrastructure for managing client orders, tracking inquiries, complaints, traffic management, shipment manifesting, and other similar tasks (GD Express Sdn Bhd). Customers also benefit from the company's efforts to enhance its IT infrastructure. Finally, they upgraded its call center infrastructure, switching from voice over IP to a newer, more reliable solution. It can help agents respond to and answer calls from customers more quickly, reducing the likelihood that they would hang up. As a result, GDEX places a premium on providing a positive service experience.

- **Security Control System**

When it came to serving their client, GD Express Sdn Bhd, GDEX knew they needed to beef up their security measures. They are also enhancing their transit security arrangement and hub security control system. All shipments will be meticulously documented and labeled all the way through the numerous transfer points. They also had a state-of-the-art security monitoring system set up across all of their facilities (GD Express Sdn Bhd) to deter theft. As a result, GDEX endeavored to win back the faith and confidence of its clientele by strengthening its security measures.

- **Strong Management**

From the CEO down, GDEX's management style is quite hierarchical. Even the CEO of GDEX, GD Express Sdn Bhd, gets his hands dirty in the daily operations of the company. Managers will, for instance, learn from, guide, and problem-solve alongside the operational and delivery teams. Furthermore, they are kind and respectful to one another. In addition, it's possible that every worker knows and gets along with everyone else. GDEX (GD Express Sdn Bhd) has a solid work culture supported by quality certifications. The core of GDEX's dedication to its clients is the mutual commitment of its workforce and management. Therefore, GDEX's management is more effective as a result of the company's work culture.

- **Rapid Adaptation in Environment Change**

Many businesses have been forced to shut down as a result of the epidemic. Many organizations have shifted their focus from brick-and-mortar locations to the Internet. During the same time period, GDEX saw a rise in net gain that pushed delivery volume up from 10% to 15%. Through a partnership with Nutanix Inc., GDEX has implemented and refined its digital and technology-driven infrastructure. In preparation for 2020, GDEX has applied to and upgraded to the Nutanix Hybrid Cloud from Nutanix Inc. GDEX is able to track the progress of its daily volume of 180,000 shipments thanks to the technology. GDEX's commercial transactions increased by a factor of three thanks to the technology, to a total of RM170 billion. So, it's safe to state that GDEX is flexible enough to adapt to the needs of its customers and the market.

- **Well Collaboration with Human Resource Team**

They also promptly deploy more men to the front lines of the operation. This is due to a rise in the need for expedited shipping options. As a result, GDEX has trained and hired an additional 300–400 employees, bringing the total number of employees in the 4285–4308 range. Meanwhile, the corporation also offered the current staff members ongoing training. The goal of training is to raise performers' overall efficiency, effectiveness, and productivity on the work. Therefore, the management team effectively worked together to address the problem of insufficient staffing.

## 4.2 Weaknesses

- **Uncertainty Succession**

The GDEX has had a leadership crisis. The fact that GDEX CEO Mr. Teong does not have any relatives or other significant stockholders in the company is a contributing factor. Succession Planning Policy was therefore established by GDEX. The goal is to build a bench of capable workers who can take over for more seasoned workers through a combination of mentorship, training, and job rotation. The position of the successor is crucial for the future of the firm. Therefore, it must likewise take great caution in choosing its successor. Finding a suitable replacement for GDEX is a lengthy task.

- **Lack of IT Skills and Weak in the Current System**

The IT department of GDEX is responsible for building the company's internal network. The IT department is responsible for coordinating with the business department to tailor the system to individual needs. However, they are unable to advance their IT because of a lack of expertise. GDEX's internal IT staff and the existing infrastructure were overwhelmed by the surge in client orders during the epidemic. In order to improve and modernize its internal system, GDEX partnered with Nutanix Inc. In order to complete the transaction, GDEX used the Nutanix hybrid cloud. Therefore, GDEX must rely on an external provider because its internal IT is still deficient in expertise and a poor system.

- **Regulatory compliance**

For GDEX, ensuring compliance with the many different regulatory requirements, such as customs rules, import/export legislation, and labor laws, can provide a number of obstacles. Alterations to the regulations or failure to comply with them might result in hiccups in business operations as well as legal difficulties.

### **4.3 Opportunities**

- **Remote work and new talent hiring opportunities**

Because Covid-19 has made such a substantial investment in remote working technology, GD Express Carrier now has access to additional channels via which it may expand its talent hiring region. According to the McKinsey Global Institute, after Covid-19, around twenty percent of the high-end workforce in areas like finance and information technology may work remotely full-time. This presents GD Express Carrier with an outstanding opportunity to locate and recruit the most qualified applicants from any part of the world.

- **Identify volunteer opportunities.**

The working population has been hit twice by the effects of Covid-19: first, it has pushed individuals to reflect on their professions, and then it has caused many to leave their jobs. The second benefit is that it has encouraged other people to pursue their own passions. Now more than ever, companies have the opportunity to launch volunteer-driven social programmes. It is important to look into opportunities that are compatible with the objectives and principles of GD Express Carrier and have the potential to recruit volunteers.

- **Reconfiguring business model**

There have been a number of recent changes that might help GD Express Carrier reconsider its whole business model, including the widespread adoption of digital payment methods, the decrease in the cost of executing international transactions thanks to Bitcoin and other blockchain-based currencies, and similar innovations. For instance, it may employ blockchain-based technologies to reduce product piracy in major markets like China. Second, it may capitalize on the rising popularity of online shopping in a range of emerging markets to build a Direct to Customer business model rather than the present Channel Heavy distribution network.

#### **4.4 Threats**

- **Instability in the European markets**

The Covid era has presented the European Union's financial markets with three major challenges: increased debt levels, Brexit-related disruptions to business, and active Russian efforts to divert attention away from the current security system. GD Express Carrier will run across a variety of issues throughout Europe. The United Kingdom, France, and Germany all confront inflationary pressures, the nations of Southern Europe have issues with demand and balance sheet growth, and the countries of Eastern Europe face geopolitical instability.

- **High dependence on third party suppliers**

The reliance of GD Express Carrier on outside sources poses a risk to its operations and distribution network. For instance, the present difficulties of automakers due to chip scarcity are a direct result of chip manufacturers shifting their production priorities away from automakers and towards electronics manufacturers.

- **Learning curve for new practices**

GD Express Carrier may have a steeper learning curve for educating and developing current personnel as the technology based on artificial intelligence and machine learning platform becomes more advanced. This might create an opening for more agile firms to enter the trucking market.

- **Environmental challenges**

GD Express Carrier needs to be prepared for the challenges that climate change and increasing energy demands will bring. The European Union (EU) has made investing in green technology a top priority, allocating 30% of its post-Covid-19 recovery budget of 880 billion Euros to this sector. This money will be useful to GD Express Carrier, but it will also attract new players to the Trucking market.

- **Backlash against dominant players**

The legislative branches of the United States government, led by Congress, are cracking down on corporations, particularly those in the technology sector. More stringent rules pertaining to data privacy, data security, etc., may be imposed on GD Express Carrier's digital operations in the future. The relationship between consumer optimism and the need for GD Express Carrier - High inflation rate, increase of gig economy, decreasing job stability, rising cost of living, higher interest rates, and an aging demographic all contribute to a likely decline in consumer confidence. Low consumer demand in the Trucking business and elsewhere is a consequence of consumers conserving a larger portion of their income. The Fourth Industrial Revolution is accelerating technology's adoption, and GD Express Carrier has seen it firsthand during Covid-19 in the Trucking business. GD Express Carrier, being a frontrunner in the Trucking business, must adapt to new technologies as they emerge. McKinsey found that senior executives' expectations for the year 2019's technology adoption in operations and communications had been exceeded by 20-25 times. Opportunities for GD Express Carrier in the Trucking Industry Could Be Greatly Affected by the Ongoing Trade War Between China and the United States. China's trucking business is currently shielded from some degree of domestic competition, but if tensions in the trade war escalate, that protection might increase. This is a serious challenge to the established way of doing business in China. The accelerating decline in product life cycles is one of the biggest challenges facing GD Express Carrier in the trucking industry. It may increase the price of R&D, push up marketing expenditures, reduce client loyalty and many more.

- **Capital market disruption**

The Covid-19 has seen the Dow Jones reach new heights. Many firms are being valued at levels that are implausibly high given their current business models. A downturn in the stock market might result, causing serious financial hardship for many participants in the supply chain. It will have a significant effect on GD Express Carrier's bottom line. Obtaining a loan is a breeze is like having easier access to financing in the trucking business will lower entry barriers, leading to increased competition and lower pricing. GD Express Carrier can use the money to finance R&D and capital expenditures at more affordable interest rates, therefore strengthening the company's competitive edge.



- **Regulatory challenges**

To reduce inequality, create a level playing field, protect data privacy and consumer privacy, lessen the influence of big money on democratic institutions, etc., consumer protection groups and other pressure groups are vigorously advocating for more regulations on big business, so GD Express Carrier needs to be ready for these challenges. This may result in major changes to the laws governing the trucking sector. Workers in the United States are showing signs of general unhappiness, and the Great Resignation is a symptom of this. The Trucking sector is being affected in fundamental ways, and GD Express Carrier has to be aware of them. This will aid it in creating a more favorable working environment.

## **5.0 TOWS MATRIX & RECOMEMNDATION**

### **5.1 Strengths - Opportunities (SO)**

**Strategy:** Capitalize on Greater Customer Service and Rapid Adaptation to explore Remote work and new talent hiring opportunities.

Greater Customer Service and Rapid Adaptation are two cornerstones that may help firms take advantage of remote work and find new talent hiring possibilities. Businesses may earn their customers' loyalty and trust by consistently exceeding their expectations for service. With the introduction of remote work, businesses are able to tap into a larger pool of talent, eliminating obstacles to entry and recruiting individuals from all over the world. A company's productivity and efficiency can increase significantly by rapidly adapting its operations and procedures to support remote work models. The exciting possibilities of remote work, improved customer experiences, and access to a larger pool of talents are all within reach for firms that adopt these strategies in today's competitive market.

### **5.2 Strengths - Threats (ST)**

**Strategy:** Utilize the Security Control System and Rapid Adaptation to tackle Instability in the European markets.

A strategic response to the volatility of the European markets would make use of a strong Security Control System and introduce Rapid Adaptation methods. To build trust among investors and other stakeholders, the Security Control System would involve the deployment of tough and sophisticated security procedures to protect against external threats, cyber-attacks, and financial fraud. Market actors would benefit greatly from adopting Rapid Adaptation techniques, which would help them respond quickly to shifting economic conditions, technology developments, and regulatory frameworks. A market ecosystem strengthened by such preventative measures would be better equipped to weather volatility and adapt to new dangers. These two factors working together are crucial to the European market's capacity to generate stability, increase investor confidence, and encourage sustainable economic growth.

### **5.3 Weaknesses - Opportunities (WO)**

**Strategy:** Address Lack of IT Skills and Weakness in the Current System by Identifying volunteer opportunities.

The current system's lack of IT skills and weaknesses can be mitigated by the identification of volunteer opportunities. The following is a possible plan of action for a company to take by evaluating the strengths and weaknesses of the current IT infrastructure is the first step in identifying where improvements are needed. Identify the specific areas of improvement by determining the IT skills that are either lacking or in high demand. Next, get involved with Neighborhoods Groups and Institutions which can learn about the community's, institutions', organizations', and businesses' IT needs and problems by reaching out to them. Join forces with these parties to make sure everything goes well. Other than that is Figure Out Possible Volunteer Roles. This figure out what kinds of volunteer roles connected to IT might help cover the identified gaps. Professionals in the field of information technology who provide guidance and instruction to others may also be included here.

### **5.4 Weaknesses - Threats (WT)**

**Strategy:** Mitigate Uncertainty Succession and Regulatory compliance weaknesses by addressing the Learning curve for new practices.

Market upheavals, technology breakthroughs, and unforeseen events all contribute to increased uncertainty. To reduce volatility, an organisation must encourage adaptability and resilience. There are numerous strategies for developing contingency plans, one of which is to imagine several potential events. This allows the organisation to plan for a variety of scenarios. Data and analytics are used to make data-driven decisions. Without guesswork, data-driven insights may assist in identifying market and consumer behaviour patterns. When key personnel leave or retire, questions about succession arise. To address this, systematic succession planning is required. Next, decide who does what. Fill important internal positions to grow the organization's top personnel by identifying and training prospective leaders. Every business must follow the law in order to flourish. Compliance necessitates prompt action, as well as being aware of Keep up with industry and regulatory trends that affect your company. Verification of legality Internal compliance audits performed on a regular basis aid in the detection and resolution of issues. Procedures that are unambiguous to make certain that your policies are transparent, thorough, and in accordance with all applicable legislation.

## **6.0 CONCLUSION**

In a nutshell, GDEX is one of the investment property holding firms that also provides parcel delivery services and has a network of 96 stations in Malaysia. The companies manage to identify their strength, weaknesses, opportunities and also the threat which this research helps the companies to improve their business operations. By experiencing the internship training in this company, the student manage to gain various knowledge from different department such as international Department, Credit Department, Training Department, Customer Service Department and Claim Compensation Insurance Department. Therefore, the student is able to gain insight about the company's operation and gain valuable experience during the internship journey. Other than that, doing the internship in GDEX has given the opportunity for the students to be exposed to real working life and greatly deals with full interactions with the management and customers in the GDEX HQ. This journey have benefit the student with the greater working exposure and creating the various networking from the high potential management person which give the opportunity to enhance the student's soft skills such as communications including improving student technical skills within the company.

## REFERENCES

# APPENDICES

**APPENDICES**

**1. International Department**



**Exhibit 1: Installing Consignment Note to Parcel**



**Exhibit 2: Reweight Parcel**



Exhibit 3 : Key In Parcel Weight Into System



Exhibit 4: Finding Parcel In the Warehouse for Reweight Process





Exhibit 5: Processing Parcel for Reweight and X-ray Scanning

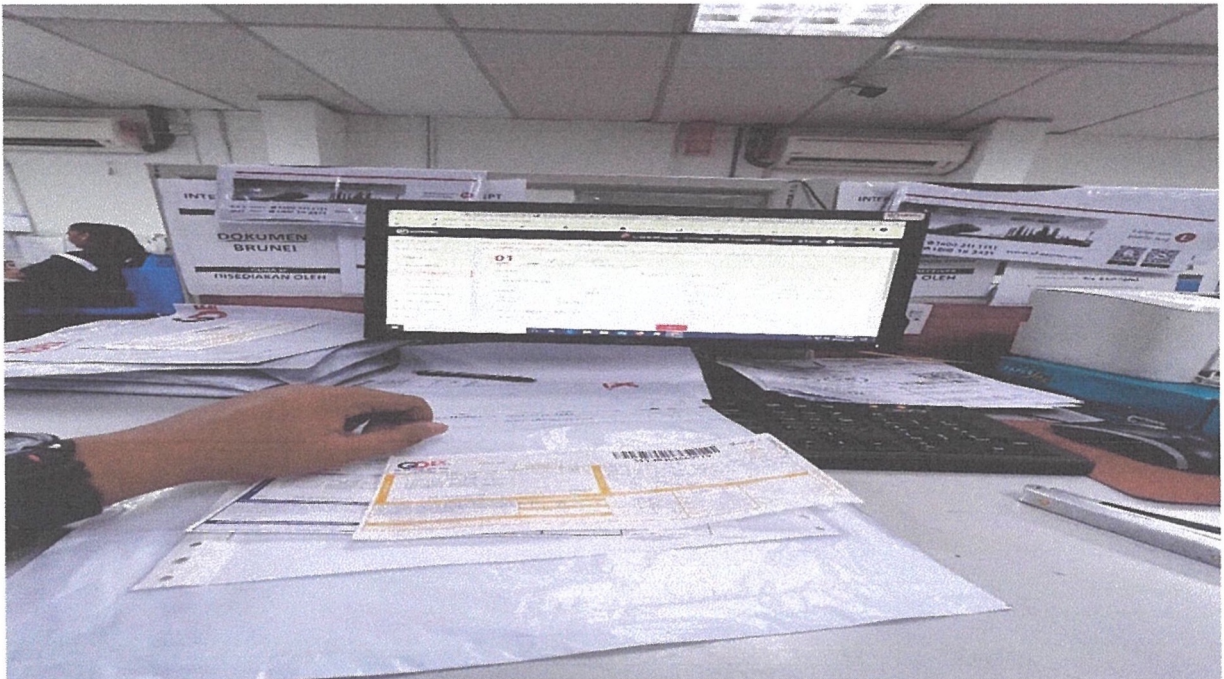


Exhibit 6 : Redocs Document and Parcel for other courier (Joint Venture)



Exhibit 7: Sorting Parcel Regarding courier (DHL,SF Express, Aramex)

## 2. Credit Department

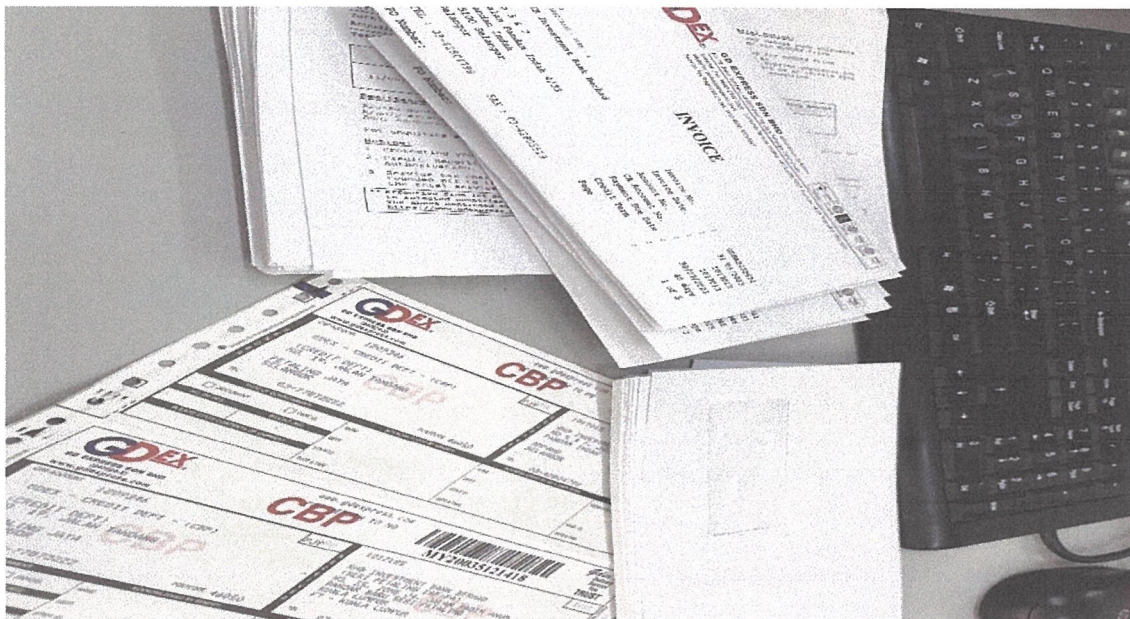


Exhibit 8: Packing Invoice for Customer Copy Using CBP

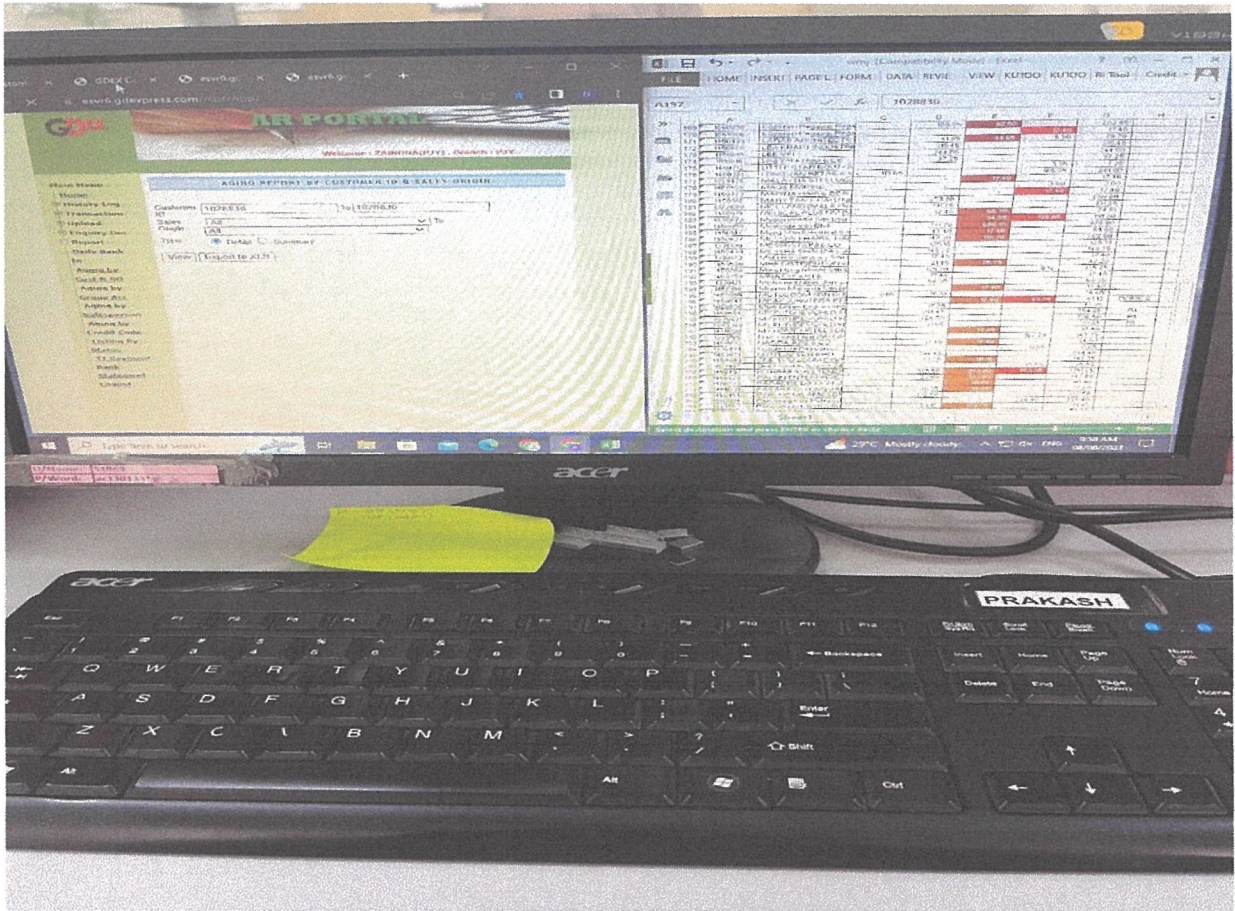


Exhibit 11: Sorting and Calling Customer that have passed Overdue Payment

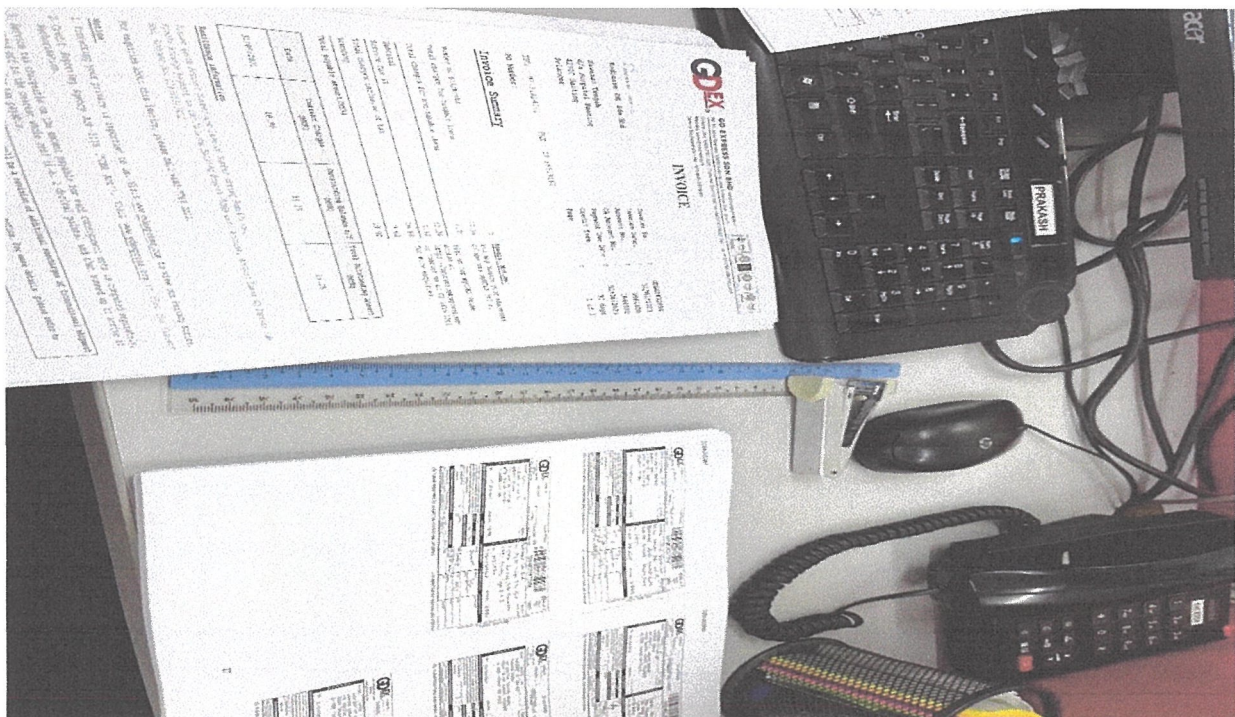


Exhibit 12: Packing Invoice using CBP



Exhibit 13: Packing Sampul Duit Raya for Selected Customer (Silver, Gold, Platinum Account)

### 3. Customer Service Department

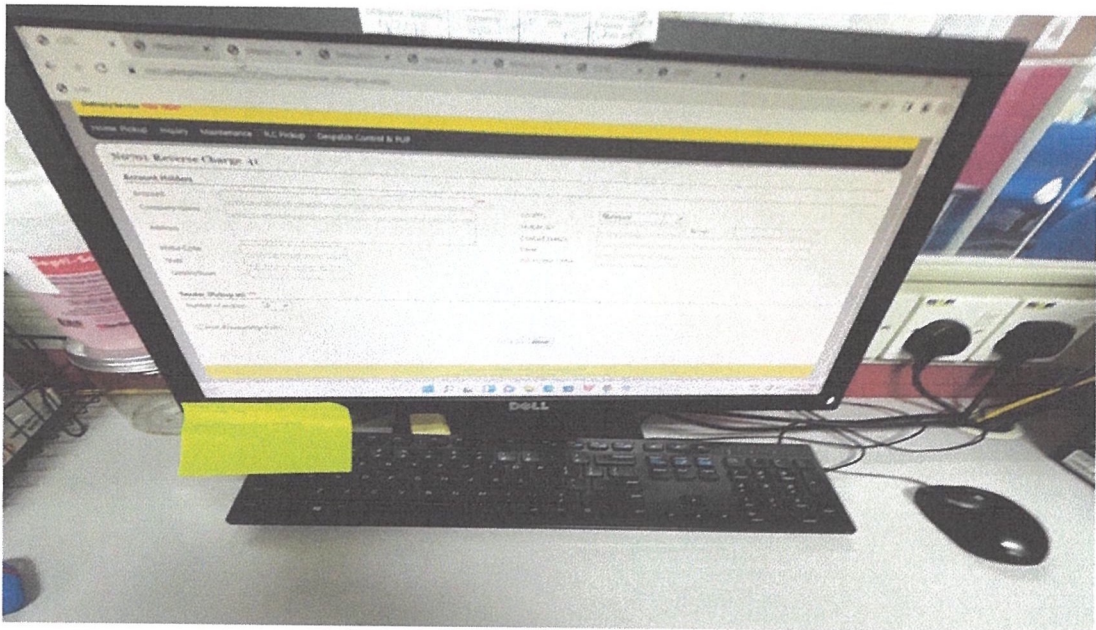


Exhibit 14: Key In data For Reverse Charge

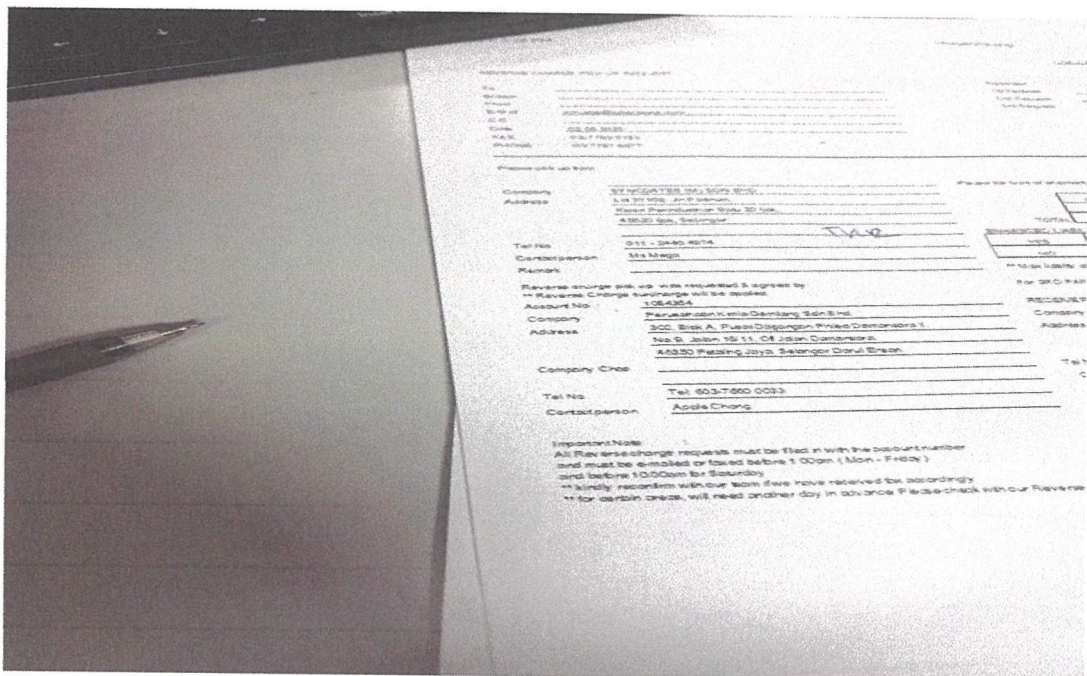


Exhibit 15: Reverse Charge Form

#### 4. Training Department



Exhibit 16: Key In data For Company Training

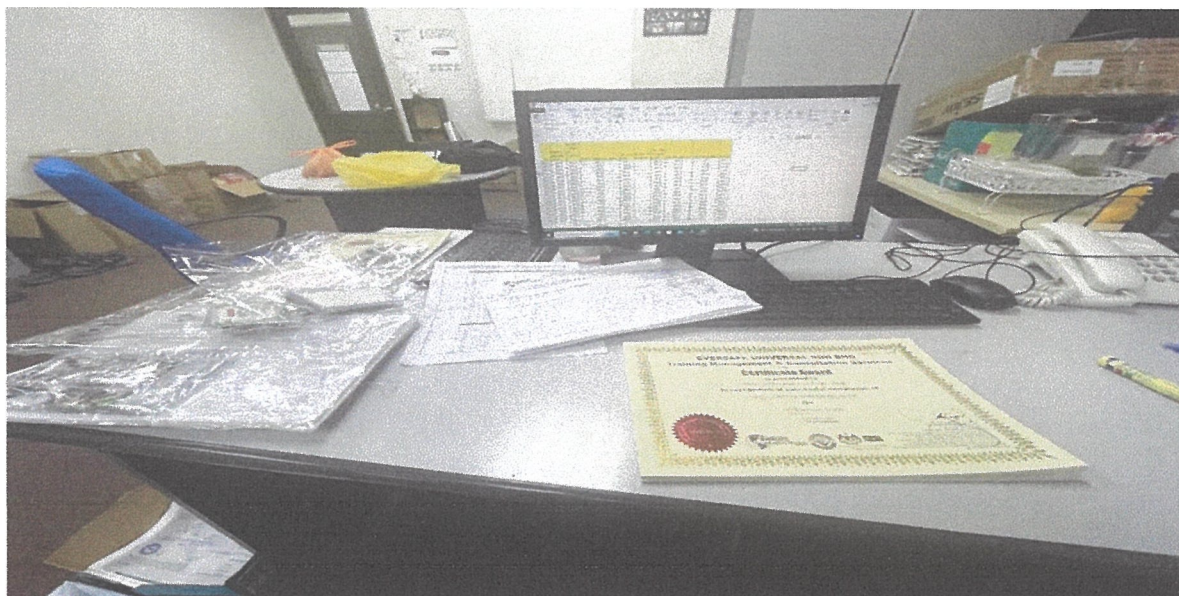


Exhibit 17: Sorting Certificate for Company Training



Exhibit 18: Packing Certificate for Branch



Exhibit 19: Packing and Key in Data and Certificate

## 5. Claim Compensation Insurance Department

The screenshot shows a web browser window displaying a 'Claim Entry' page. The page has a navigation menu on the left with options like 'Insurance & Claim', 'Inv Rpt Verification', 'Investigation Entry', 'Rpt Approval', 'Claims Entry', 'Close Claim', 'Closure', 'Maintenance >', and 'Report >'. Below the menu are buttons for 'COD', 'General', and 'Upload Assets'. The main content area features a search filter with 'Month' set to '07', 'Year' set to '2022', and 'Status' set to 'V'. A table below the filter lists 24 claim entries with the following columns: No, Reference ID, Report Date, Report Time, Type of Cases, Report By, Branch, Status, and Duration. The 'Duration' column is highlighted in red for all entries.

No	Reference ID	Report Date	Report Time	Type of Cases	Report By	Branch	Status	Duration
1	C22/000006472	18/07/2022	16:44	Lost	04235	BWH	V	
2	C22/000006720	27/07/2022	17:52	Lost	04305	REN	V	
3	C22/000006205	04/07/2022	17:06	Lost	04325	RY	V	
4	C22/000006591	22/07/2022	14:03	Damaged	04377	RY	V	
5	C22/000006529	23/07/2022	13:17	Damaged	05828	KUL	V	
6	C22/000006676	26/07/2022	16:23	Damaged	06156	KUL	V	
7	C22/000006677	25/07/2022	16:35	Damaged	06558	RY	V	
8	C22/000006584	22/07/2022	10:06	Lost	06775	REN	V	
9	C22/000006448	22/07/2022	14:11	Damaged	06775	GUC	V	
10	C22/000006448	18/07/2022	09:09	Damaged	06775	BPT	V	
11	C22/000006325	13/07/2022	11:59	Lost	07252	KAM	V	
12	C22/000006292	12/07/2022	13:17	Lost	07478	KUL	V	
13	C22/000006208	08/07/2022	17:42	Damaged	07719	PH	V	
14	C22/000006759	29/07/2022	13:00	Damaged	07548	BPT	V	
15	C22/000006640	25/07/2022	15:57	Missing Content	08026		V	
16	C22/000006101	01/07/2022	21:24	Damaged	09009	FLG	V	
17	C22/000006212	07/07/2022	09:40	Damaged	09009	KUL	V	
18	C22/000006661	26/07/2022	11:53	Damaged	09009	SGE	V	
19	C22/000006713	27/07/2022	16:21	Damaged	09072	REN	V	
20	C22/000006320	13/07/2022	09:54	Damaged	09087	RY	V	
21	C22/000006322	13/07/2022	10:43	Damaged	09087	REN	V	
22	C22/000006354	18/07/2022	17:08	Damaged	09783	SAB	V	
23	C22/000006545	20/07/2022	18:03	Damaged	09789	RY	V	
24	C22/000006241	07/07/2022	14:20	Damaged	09083	SGE	V	

Exhibit 20: Closing Case File that Exceeding TAT for year 2019-2022



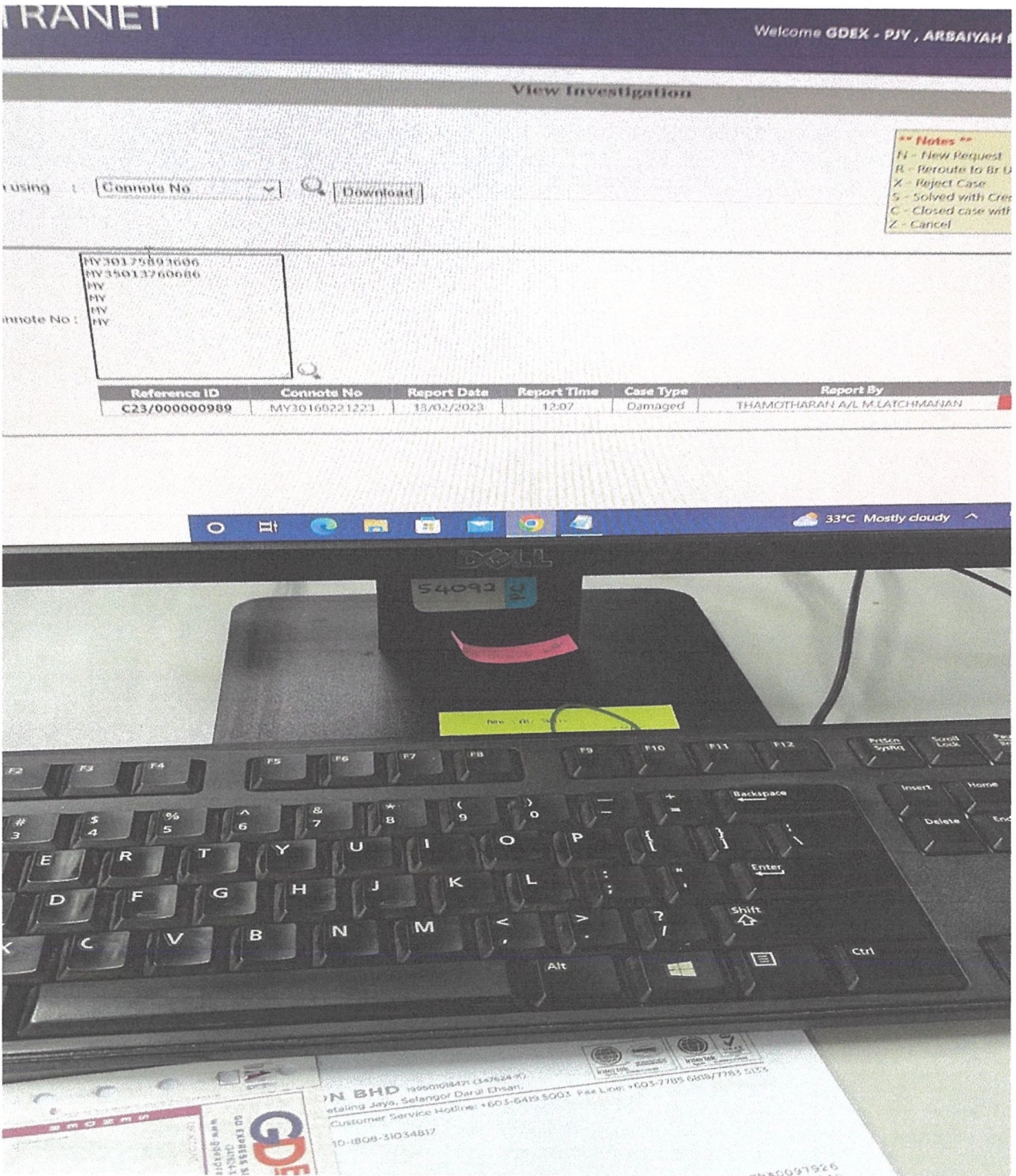


Exhibit 21: Update Case file that solved using Credit Note

6. Human Resources Department

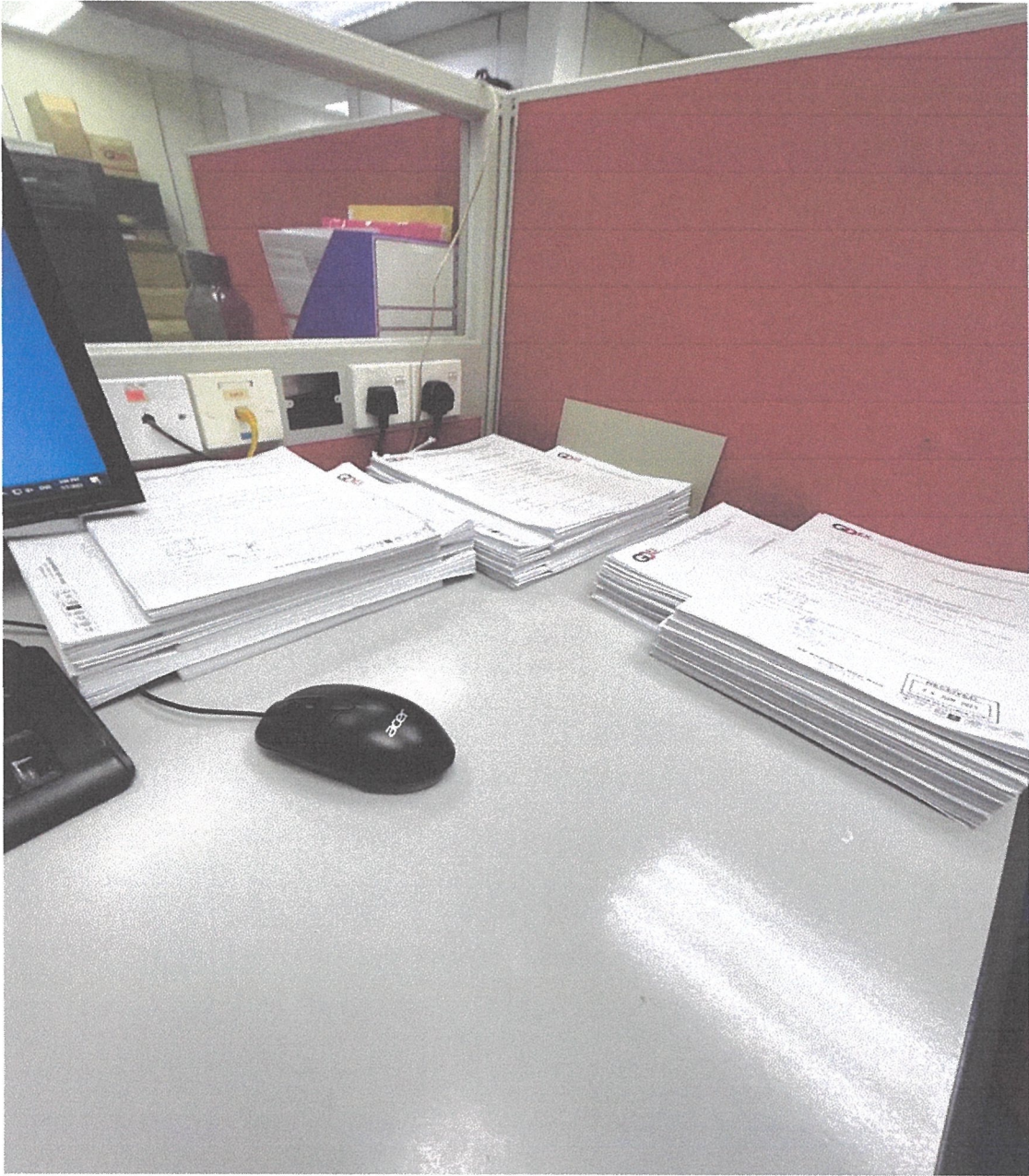


Exhibit 22: Sorting and Key in Data for all Employee reimbursemet



Exhibit 23: Making Filing for All employee Letter of Reimbursement

## 7. Fleet Department



Exhibit 24: Generate Qr Code For all company vehicle to track movement

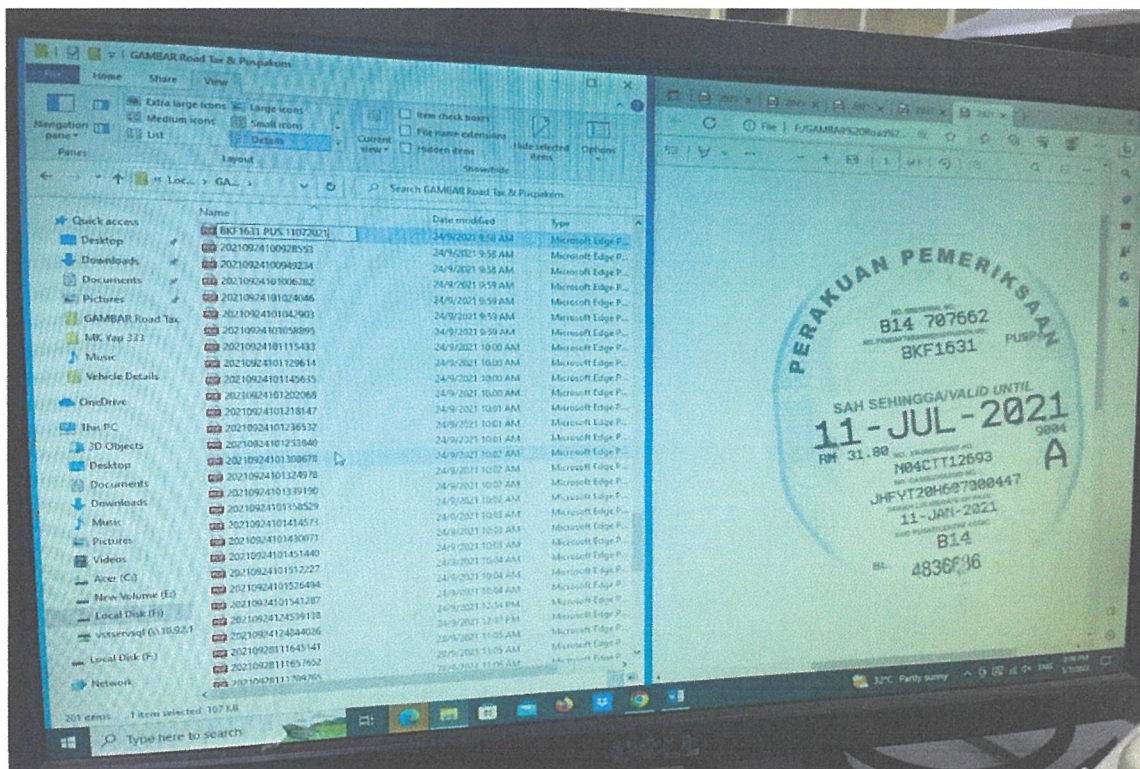


Exhibit 25: Update company vehicle information (Insurance, Inspection, Regist Card)



Exhibit 26 & 27: Going for Company Vehicle Breakdown



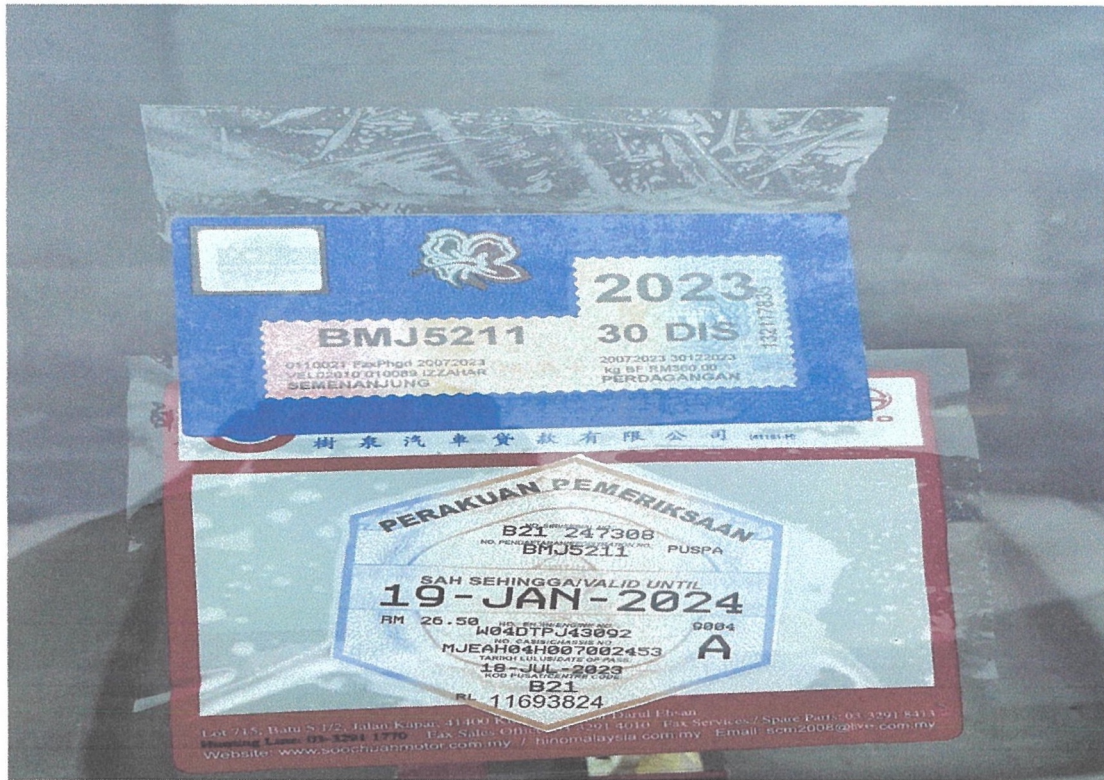


Exhibit 28 & 29: Installing Roadtax Into Company Vehicle