



President University

Internship Report for



PT Fajar Mitra Indah / Family Mart

And



DHL Global Forwarding Indonesia

Glori Septicha Anggriani

Retail – Business Administration

015201400041

January 2018

SURAT KETERANGAN KERJA

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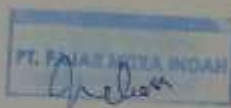
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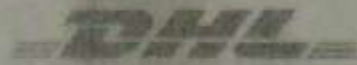
Jakarta, 04 September 2017

Hormat Kami,



Melyssa Intan
HR Manager

Human Resources Development



Certificate

Glori Septicha Anggriani

HAS SUCCESSFULLY COMPLETED

**INTERNSHIP PROGRAM
In Marketing & Sales Department**

Sept 5th, 2017 – December 29th, 2017

PT. DHL GLOBAL FORWARDING INDONESIA

Lydia Thenata
Senior Manager Sales Operation
DHL Global Forwarding Indonesia

Salahuddin Nusantara Endin
Head of Human Resources
DHL Global Forwarding Indonesia

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PREFACE

The Internship opportunity that I have with PT. Fajar Mitra Indah or known as Family Mart for 3 months, continued 4 months in PT. DHL Global Forwarding Indonesia was a great chance for learning and professional development. I'm also grateful for having opportunities to meet so many wonderful professionals who led me through this internship period. First, would like to express my biggest gratitude for Almighty God who has bestowed His love and blessings during these times. Then, my special thanks to my super family and friends who always support me in joy and sorrow.

Not forget my deepest gratitude and special thanks to my main supervisor on Family Mart, Mr. William Wijaya for taught me many things and guide me to do my task during internship, who always patient to answer my curiosity. I also thanks to other merchandiser, kak ester, kak chirs, kak tina that also give me new insight about the retail industry by sharing their experience and thoughts, and thanks for Mr. Patra, administrative staff who patiently teach me in administrative things.

For DHL Global Forwarding Indonesia, I also would like to say thanks to Mrs. Lydhia Thenate as my supervisor who in spite of being extraordinarily busy with her duties, still spare her time to hear, guide and keep me on the correct path and allowing me to give some knowledge and experience as the part of Sales team. Furthermore I express my deepest thanks to my on-site supervisor, Mrs. Sofia as leader of sales support and kak Vincent, who usually I get task from, for all guidance in every job task that I do and assist me in any difficulties. I also express my best regards to all sales support team that cheers me up during internship period with all jokes they have, for helping me to understand more about logistic knowledge, help me do my job task, and many other. Last but not least, I thank my internship mates, Ghetta, Bella, Octa, Syifa, Tiara, U mi, that being good friends, support team, and motivate me during internship period.

This internship opportunity is a big milestone in my career path since I got many knowledge and experiences. I will strive to use gained skills and knowledge in the best possible way to improve my career objectives. I hope that this report can be useful for everyone involved and allow me to continue our cooperation in the future.

Bekasi, January 19th 2018

Glori Septicha Anggriani

CHAPTER I

INTRODUCTION

1.1 Introduction to Internship Program

Internship Program is a project-oriented learning opportunity for students to gain experiences, skills, and knowledge through direct working in field which is related to the course or major taken by students. This program can be also the medium for students to implement or practice all lessons learned class theoretically.

In President University, Internship is a comprehensive Pre-working program that obligated to all President University students in their 9th semester and set as compulsory subject that purposed to give experienced to all students about working world is. The range of Internship is 4 months up to 8 months. In Internship program, student hopefully can learn how is real working situation is, furthermore in this internship program, all knowledge and skill that students already learnt during some years in college can applied nicely and with all those knowledge, skill can contribute positively during Internship Period.

The Internship program provides exposure to career fields of business and interests since students gain important knowledge and skills in a career-related that may or not be directly related to their academic coursework. Educational value of practice work experience with a participating institution or organization provides the means for each student to mature both personally and professionally, as well as to further their appreciation and understanding of the professional experience in their chosen field of study.

Both employer and student (intern) will get benefit from this program. Employer is allowed to better serve its customers through the contributions of intern as they can serve as a low-cost, short-term solution to handle increased workloads and complete needed projects. Moreover, employer can stimulate and promote a learning experience among professional staff because company can learn from interns who bring a different set of skills, knowledge base, and perspective to the job. Eventually it gives the opportunity for the company to evaluate the effectiveness of their in house training programs or other services based on feedback from interns. Meanwhile, the intern can experience real world of industry to develop networks with industry professionals that may support his/her permanent employment in the future (ICC 2017).

1.2 Objectives of Internship Program

The objectives of the Internship program are:

- a. To gain an understanding of Retail industry or any specific business department that still correlated with business administration background.
- b. To gain understanding of overall institution/ organizational structure and their management philosophy (or corporate culture), work culture, and work environments toward the relationship in the market place.
- c. To develop abilities to achieve performance goals based on the responsibilities and duties.
- d. To develop decision-making and problem-solving skills through the formulation, implementation and evaluation of alternative solutions to problems and approaches to issues.
- e. To increase network of industry professionals that can be used when seeking full-time employment.
- f. To complete the semester and accomplish 1 semester which is obligatory for internship.

1.3 Benefits of Internship Program

- a. Students can get real working experience that will help them before they face the real work world later after graduated.
- b. Students can gain new soft skills that will valuable and beneficial for career of students later on.
- c. Students can get depth and more specific knowledge about the kind of industry or sector of the company (in my case, I get better comprehensive about retail industry, specifically in convenience store business, in merchandising part and from DHL, I get better comprehensive about international trading or forwarding company is)
- d. Students can know how the real work situation is and they can know what knowledge or skills they need to improve, increase or prepare more, to next career plan.

CHAPTER II

COMPANY PROFILE

1. FAMILY MART / PT. FAJAR MITRA INDAH

1.1 History of the Organization

Family Mart, first established in 1970, as a store built in a separate area and designed as a modern pilot shop with a new retail concept and format, the Convenience Store. Selection and use of the name "Family Mart " as the embodiment of the idea of "Kinship Relations" and "Developing & Developing Together". Family Mart CVS franchise / franchise was inaugurated in Japan in 1973. Currently, Family Mart is the sole possession of Family Mart Company Limited. It is the world's No.2 CVS brand, with over 20,000 stores, spread across several countries: Japan, China, Taiwan, Thailand, Philipine, Vietnam, Malaysia & Indonesia.

Family Mart Co. Ltd. was established as a subsidiary of Seiyu Stores in September 1981. All businesses and property were transferred to Family Mart Co. Ltd., and at that time there were stores in 89 locations. The Family Mart expansion began in Naha, Okinawa in October 1987. In Taiwan, Family Mart and its partner companies formed Taiwan Family Mart Co., Ltd. in August 1988. In Thailand, Family Mart established Siam Family Mart with Robinson Department Store Public Co., Ltd., Saha Pathanapibul Public Co., Ltd., and Itochu (Thailand) Ltd. In Kagoshima, Family Mart and Homboshoten Co., Ltd. founded Minami Kyushu Family Mart Co., Ltd. in April 1993.

In December 2003, Family Mart successfully became the first grocery store chain from Japan to have stores in 10,000 locations in Asia. In May 2004, Shanghai Family Mart Co. Ltd. (China) established Family Mart in cooperation with Tinghsin (Cayman Islands) Holding Corporation, Taiwan Family Mart Co., Ltd., Itochu Corporation, and CITIC Trust & Investment Co., Ltd. In the United States, Family Mart works with Itochu Corporation and Itochu International Inc. (U.S.A.) to establish Famima Corporation (U.S.A.)

Family Mart store in Hokkaido began to open in July 2006 after the establishment of Hokkaido Family Mart Co., Ltd. as a result of cooperation with Maruyo Nishio Co., Ltd. With the opening of Family Mart stores in Hokkaido, the Family Mart store chain covers all 47 prefectures in Japan. In August 2009, Family Mart became Japan's first grocery store chain where more stores

were located outside of Japan than domestically. Family Mart acquired the convenience store am / pm network in December 2009 and made it a subsidiary. Integration with am/pm completed in March 2010.

In the other side, In Vietnam, Family Mart established VI NA Family Mart Co., Ltd. (Vietnam) with two partners: Phu Thai Group Joint Stock Company (Hanoi, Vietnam) and Itochu Corporation in June 2011. In Hangzhou, Family Mart established Hangzhou Family Mart Co., Ltd. (China) with two partners: Ting Chuan (Cayman Islands) Holding Corporation and Taiwan Family Mart Co., Ltd. Thus, in Indonesia, the opening of Family Mart store in Indonesia is the result of cooperation with PT. Fajar Mitra Indah, a subsidiary of Wings Group. As of March 31, 2013, Family Mart has 6 outlets in Jakarta. The first store is opened on Cibubur at 2012 continued by second store in Bulungan, Jakarta, the third store in Gading and the fourth store in Thamrin, followed by another store surround Jakarta region.

1.2 Vision, Mission, and Objective

Visions: The biggest and the best convenience store chain in Indonesia

Mission: Product Innovation Excellence; Customer Service Excellence; Operational Excellence

Core Values: Customer focus; Integrity; Teamwork; Excellence Mindset

1.3 Organization chart

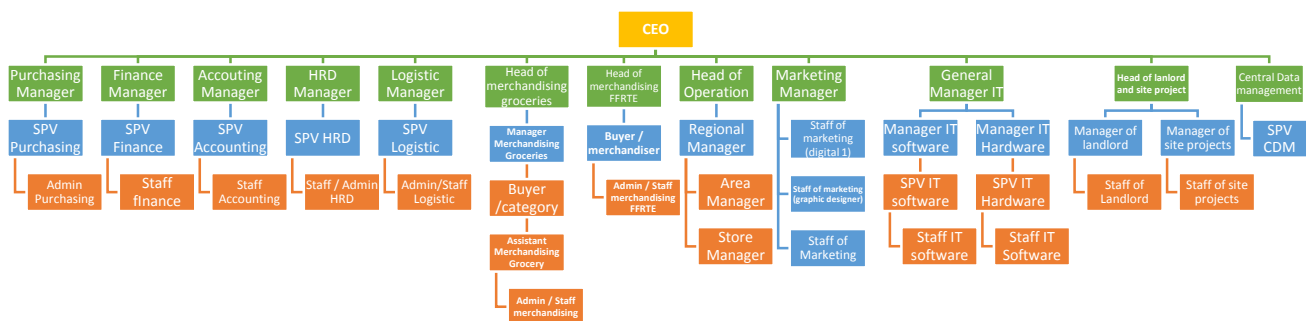


Figure 1.1 Structure Organization of Family Mart
 Source: self-construct by author based on explanation from Manager Merchandiser Grocery

1.4 Core organization activities

The core organization of Family Mart is selling merchandise in the store and make sure all supply chain is run well. This business includes concern from selecting the right supplier or commonly called as “Principle”, choosing right merchandise that would like to sell in every store, making strategy to boost the sales each month, make sure the supply chain circulation is run well start from deliver the goods from producer to warehouse and distribute the goods from warehouse to every store. The activities that every month need to do by strategy is also determined the promotion of each two weeks in a month or biweekly. Department that important for handle this task is merchandising department. How negotiate with the supplier to give attractive promotion of their products and it will be inserted on brochure for every two weeks. Another core activity is mostly like common business do. Marketing department in determining strategy that they use to promoting the store or products, start from promotion in social media like IG, designing like making posters and any printed media also done in this department, the point is this department is help the merchandising dept. in making promotion for products sold. Human resources handle recruitment activities and to manage the employees’ necessities in this company. Finance dept. role in managing cash flow of this company, managing the income, tax, and return process. Store operation handles the operations of each store, what problems faced and how to overcome it. Site development dept. have a role to research the site like to research new potential place to be a new place for opening the store. Logistic deal with the logistic, delivery process, distribution process is run well. IT dept. deal with all system things to input all merchandise sold to system with specific code, the promotion, make sure the devices in the offices run well like the TV, Laptops, computer, the wireless network and many other. The point is this company is Retail Company who run in selling the products in each store and get profit from the sales and from supplier who corporate with this company in terms of set promotion.

1.5 Product and services

Family Mart is convenience store type which is sell the products in wide range but shallow assortments. This store is selling products like what commonly convenience store sell which is daily products and also fast food products as differentiate of this store with another minimarket.

This company or store is only sell products and they don’t sell any services but they still keep give service in the store with excellence standard also. The products that the company

sell is categorized as Consumer goods and Daily Necessities products. There are two type of merchandise type, which are FFRTE products or well known as fast food products, and the second, Groceries product. Fast Food category products in Family Mart Indonesia selling snack that combined between Indonesian food, Japanese food and Asian food such as some traditional snack such as fried Bakwan, fried tofu, fried sausage, then there is oden, a popular Japanese snacks, yakitori, Onigiri. There is also Pao, siomay and dimsum, and ready to eat meals such as fried chicken, fried rice and many others ready to eat meals.

Figure 2.1: FFRTE Products

The main merchandise that sold in this store is Groceries products that consist of many categories, first are food products; that consist of some sub categories also such as Snack and biscuits, confections, beverages, cooking and seasoning, and refill gallon. And every sub categories also have sub-sub-categories such as biscuit is consist of import biscuit and local biscuits. Beverages also are consist of many kinds, start from tea, milk, coffee, coke, mineral water, juice, etc. the example of food category can be seen in the picture inserted.

Figure 2.2: Food Categories

Nonfood products; are all products that couldn't be eaten. It consist of some sub-sub categories, such as personal care, cleaning products, housewares or house-merchandise, general merchandise (cloths, socks, gloves, etc.), phone credits and bill payment services.

Figure 2.3: Non-Food Categories

1.6 Review on the organization growth and trend.

The growth and trend of Family Mart Indonesia have increasing year by year. It can be seen from sales that Family Mart reach which is show increasing graph from January 2015 to December 21016.

Figure 2.4: Growth of sales in 2015-2016

Furthermore, the amount of stores that opening each year is also increasing. Each year family mart open new store even though there is also some store that closed / not operating anymore considering the profit and store operations cost. Up until end of year 2017 family mart store in Indonesia reach amount 86 stores.

Figure 2.5: Store Growth on 2015-2016

2. DHL Global Forwarding Indonesia

2.1 History of the Organization

DHL Global Forwarding, formerly known as DHL Danzas Air & Ocean, is a division of Deutsche Post DHL providing air and ocean freight forwarding services. It also plans and undertakes major logistics projects under the brand name DHL Industrial Projects. Together with DHL Freight, it forms Deutsche Post's Freight/Forwarding department.

Danzas was founded in 1815 and was originally based in Basel, Switzerland. Louis Danzas fought at Waterloo for Napoleon. After that battle, he joined a transport company owned by Michel l'Eveque and by 1840 became joint owner. The company, Danzas and l'Eveque, obtained a mail delivery franchise from Le Havre to New York City in 1846. A Basel branch was opened in 1854.

The company began to use air transport in 1920 between France and England, and opened its own freight terminal in Paris in 1962. In 2000, Deutsche Post World Net acquired Danzas. When Deutsche Post AG acquired 100% of DHL International in 2002, it fully integrated Danzas, DHL and EuroExpress under the DHL brand, thus renaming Danzas to DHL Danzas Air & Ocean.

In 2005, Deutsche Post dropped the Danzas brand and renamed the business unit to DHL Global Forwarding/DHL Freight. In 2006, it also combined parts of Danzas and other ground-based freight subsidiaries in its Global Forwarding, Freight division.

2.2 Vision, Mission, and Objective

- ❖ Our vision is to be The Logistics Company for the World.
- ❖ Our mission – Excellence. Simply Delivered. – is our guiding light.
- ❖ Our Strategy 2020: Focus, Connect, Grow, is our roadmap to the future.

We connect people and improve their lives. And we do it by being uncompromisingly customer-centric and delivering excellence day in and day out. By bringing people together and making life simpler – for our customers, our employees, our investors, and our society – we help make the world a better place.

Being The Logistics Company for the World goes well beyond our global presence in over 220 countries and territories, or our tireless pioneer spirit when it comes to new markets. It also extends beyond our unique ability to offer a remarkable range of logistics solutions – from mission-critical express deliveries to economical freight transportation, from taking the complexity out of customs to managing the complexity of global supply chains and everything in between.

We want to be the logistics company people turn to – the first choice not only for all shipping needs, but also the first choice for career and investment opportunities, and being the global benchmark for responsible business practice.

2.3 Organization chart

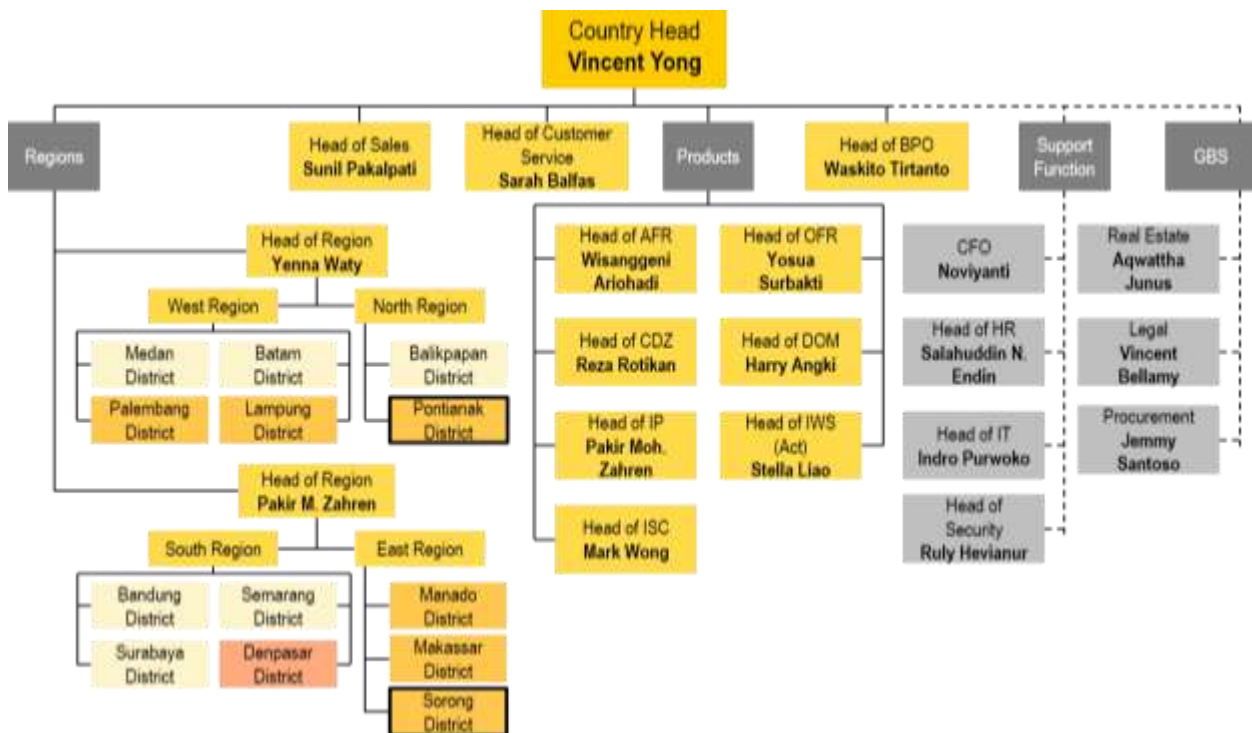


Figure 5.1 Structure Organization DHL Global Forwarding Indonesia
Source: DHL-GF Indonesia Presentation.

2.4 Core organization activities

The Forwarding division carries goods by rail, road, air and sea under the DHL brand and includes the DHL Freight operation which runs a ground based freight network covering Europe, Russia and traffic into the Middle East. Within the strategy 2015 DHL decided to

focus even further on big and popular industries starting with the sectors Life Sciences & Healthcare, Technology, Energy, Automotive and Engineering & Manufacturing

2.5 Product and services

- a) **Air Freight:** Offers quick, High frequency of services on prime carriers
- i. **DHL Air Premium :** Offers a balance between air freight price and speed of delivery
 - ii. **DHL Air First:** Designed to provide the customers with the fastest possible service.
 - iii. **DHL Air Freight Plus Premium:** DHL's first scheduled departure, Individual shipment proactive monitoring.
 - iv. **DHL Hand Carry:** Offers special service and priority handling through delivery and High speed service. Combined Solution On-time service reliability, Cost effectiveness, High speed service to for time critical cargo
 - v. **DHL Air Value:** Designed for less time-sensitive cargoes where a slight increase in transit time is acceptable.
 - vi. **DHL Charter:** No weight or size restrictions cargo, Priority handling through delivery, Dedicated Airline.

b) Ocean Freight

Ocean freight is a kind of service form DHL that send the products in big quantity through the sea. Ocean Freight is consist of some categories such as DHL Ocean Direct, DHL Ocean Connect, DHL Ocean Container Management, DHL Ocean Charter, DHL SeAir, and DHL Flexi tanks. This is the Ocean Freight service in term of import and export. With broad range of Ocean Freight products covering different equipment types and consolidation services, DHL ensure the cargo reaches the right place, at the right time in a cost-efficient way. DHL work with a spread of ocean carriers covering major carrier alliances with planned space protection from every major container port in the world to deliver reliability.

Ocean Freight

EXPORT		Capability	Infrastructure	Capability	Infrastructure	IMPORT	
		Dry and Reefer Container	Jakarta, Surabaya, Semarang, excluding storage	Expert Staffs to handle Import (FCL and LCL)	Jakarta, Surabaya, Semarang, excluding storage		
		Special equipment	OOG (Out of gauge), OT (Open Top), FR (Flat Rack), ISO tanks	FCL Dry and Reefer	OOG (Out of gauge), OT(Open Top), FR (Flat Rack), ISO tanks		
		Dangerous goods	Jakarta, Surabaya, Semarang, Batam, Balikpapan	LCL Dangerous Goods Warehouse FCL DG	Jakarta, Surabaya, Semarang, Batam, Balikpapan		
		CFS warehouses	Jakarta, Surabaya, Semarang	CFS warehouses	Jakarta, Surabaya, Semarang		
		LCL Consol services	Jakarta, Surabaya, Semarang	LCL Consol services	Jakarta, Surabaya, Semarang		
		Gateways	Jakarta, Surabaya, Semarang	LCL direct consol boxes (MNGW HKG, SIN,DE,US)	Jakarta, Surabaya, Semarang		
			Jakarta, Surabaya, Batam, Balikpapan		Jakarta, Surabaya, Batam, Balikpapan		

Figure 5.2 Ocean Freight Capability

Source: Deutsche Post DHL Group Business Profile 2017

c) Customs Service

Its own Customs Brokerage and EDI Systems to Customs. It has 42 Staff performing Clearance. It operates in 5 cities which is Jakarta, Surabaya, Batam & Balikpapan, and Medan. It focus on top 3 Sector Expertise which are Technology, Chemicals and Consumer. Its highly experience operations staffs and in-house operation. Its own tailor made PIB Interface system to fasten the PIB Preparation. DGH has a Dedicated Staffs Administration team consisting of 20 Staff whom have Custom Brokerage License.

d) Value Added Services

Value Added Service consist of many varieties, the first is Industrial Project that concern of what industrial necessities and has many features such a Customs Brokerage, PO Management, Ocean Chartering, Air Chartering, Transport Engineering and many other; the second is DHL Domestic Freight which capabilities in normal delivery or pick up through box and open top trucks, door to door service, containerized 20' and 40' Delivery/Pick Up, Temperature Room- Control Delivery/Pick Up, Oversize Cargo and Industrial Project Movement; the third is DHL Rail Line which delivering service by rail with size of container FCL sized 20', 40', 40'HQ and LCL Packages, it offers Door to

Door, Door to Station, and Station to Door for FCL (Containerized) and LCL Cargo Solutions. It is departing every day, Station to station between Jakarta and Surabaya only takes 16 hours. Door to door services takes 3 days. Have maximum transport capacity up to 60 TEU per trip and it also environmentally solutions. The fourth DHL Domestic Model, the fifth is DHL Integrated Warehouse Service hat have service in providing Warehousing Services such as storage, cargo receiving, pick and pack, and inventory management, and Distribution Services such as pick up, Local distribution, Export preparation, AFR/OFR/RFR transport and many others; the sixth Bounded Warehouses which are Bonded Warehouses are areas secured under customs authorities for the purpose of repacking, sorting, kitting, etc. on imported goods to be exported or moved to another bonded facility without the need to pay duty and tax, and the last is DHL Oversize Cargo

2.6 Review on the organization growth and trend.

a) Air freight market leadership solidified

According to the International Air Transport Association (IATA), the worldwide freight ton kilometers flown during the reporting year grew by 3.8 %. Despite weak demand, capacities continue to grow, especially on passenger planes. Furthermore, low fuel prices are providing an incentive to put former cargo planes back into operation. With around 2.1 million transported export freight tons, we remained the air freight market leader in 2015, as shown in this picture:

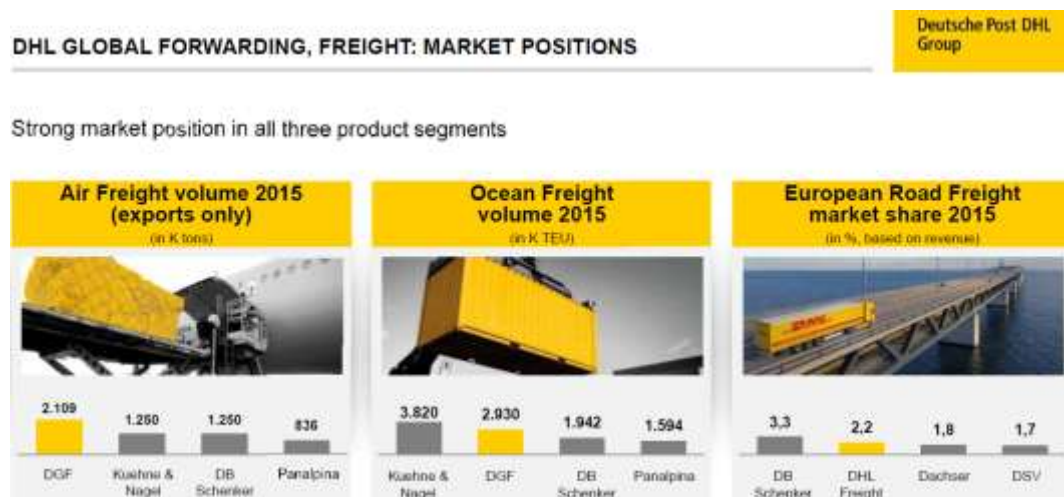


Figure 5.3: The DHL Products positions on 2016
 Source: Deutsche Post DHL Group Business Profile 2017

b) Further consolidation in the ocean freight market

The ocean freight market underwent significant changes in 2016, one of which was the insolvency of the Korean shipping company Hanjin. Nonetheless, the market grew moderately. Volume growth was driven primarily by the routes between the Asia Pacific region and Europe, which experienced capacity problems, particularly towards the end of the year. Overall, surplus capacities continue to shape the container ship market. Freight carriers are attempting to adjust to this situation through mergers and alliances. With around 2.9 million transported twenty-foot equivalent units, we remained the second-largest provider of ocean freight services in 2015, it can be also seen on the figure above. And below is the general report of Deutsche Post DHL Group for latest year. It show that the revenue is fluctuating.

DPDHL GROUP REVENUE, EBIT AND CASH FLOW HISTORY											Deutsche Post DHL Group
-in EUR m.	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	
Revenue											
Group	54,043	54,474	46,201	51,388	52,829	55,512	54,912	56,630	59,230	57,334	
PeP	14,569	14,303	13,912	13,913	13,973	13,972	15,291	15,686	16,131	16,797	
Express	13,874	13,637	9,917	11,111	11,691	12,770	11,821	12,491	13,061	14,030	
Global Forwarding, Freight	12,959	14,179	11,243	14,341	15,118	15,666	14,787	14,924	14,890	13,737	
Supply Chain	14,317	13,718	12,183	13,061	13,223	14,340	14,227	14,737	15,791	13,957	
CC / Other / Cons	-1,678	-1,453	-1,054	-1,038	-1,176	-1,244	-1,214	-1,208	-1,243	-1,187	
Reported EBIT											
Group	2,133	-966	231	1,835	2,436	2,685	2,865	2,965	2,411	3,491	
PeP	1,976	2,179	1,391	1,120	1,107	1,048	1,286	1,298	1,103	1,443	
Express	-272	-2,194	-750	497	916	1,110	1,083	1,250	1,391	1,548	
Global Forwarding, Freight	409	362	174	383	440	514	478	203	-181	287	
Supply Chain	-577	-920	-216	231	362	419	441	465	449	572	
CC / Other / Cons	-557	-393	-328	-396	-380	-420	-423	-351	-351	-359	
Operating Cashflow											
Group	5,151	1,939	-584	1,927	2,371	-203	2,989	3,040	3,444	2,439	
Investing Cashflow	-1,053	-441	-2,710	8	-1,129	-1,697	-1,765	-1,057	-1,462	-1,643	
Financing Cashflow	-1,787	-1,468	1,676	-1,651	-1,547	1,199	-110	-2,348	-1,367	-1,233	
Capex	2,742	1,727	1,171	1,262	1,716	1,697	1,747	1,876	2,024	2,074	
Depreciation, amortization and impairment losses	2,196	2,952	1,620	1,296	1,274	1,339	1,337	1,381	1,665	1,377	
Dividend (EUR)	0.90	0.60	0.60	0.65	0.70	0.70	0.80	0.85	0.85	1.05	

Figure 5.4: PDHL Group Revenue 2007-2016
Source: Deutsche Post DHL Group Business Profile 2017

CHAPTER III

INTERNSHIP ACTIVITIES

1. IN FAMILY MART

The overall internship activities that I done in Family Mart Company is helping the Merchandising Grocery activities mostly in administrative things such as:

a. Making several forms for any changing or addition merchandise from every Buyers.

In Family Mart Indonesia, there are several forms that purposed to manage the circulation of merchandising such as assortment changing forms, new products form, promotion form and many others forms. My purposed is help the admin of merchandising grocery in making these forms. So once A buyer need promotion form to brought by him to meet the supplier so I print as fast as possible, when there are the changing of product description I input and making the form of that changes. When there is changes of assortment of one product to new assortment, I change it by assortment forms, when there is new products that will be sold in store later, I make the new product forms to register. In Family Mart itself having 4 buyers that handle different category. I help them in managing the forms based on the urgency or deadlines.

b. Observing the store to get deeper insight about how is Family Mart Convenience Store.

In my first week I get a chance to do observing store. This is because I never go to Family Mart before since there is no Family Mart near my campus so this store is still not-so familiar to me. My supervisor asked me to go to Family Mart Landmark and Family Mart Thamrin, the stores that nearest with the head office. I was given the planogram of these store and ask me to check whether the products or the merchandises is arranged appropriately based on the planogram or not. Planogram itself is like a map or graphic that show the arrangement, location, gondola arrangement as a guidance of how the merchandise put and arranged based on each category. In this opportunity I don't have specific task, since my supervisor actually give me this opportunity to know more about

family mart for my own learn by comparing how the actual condition of retail industry in convenience type with the theory that I learnt in campus.

c. Taking picture of new products and manage it.

Once there are new products from new suppliers or existed suppliers that would be sell in Family Mart store, it must be registered first and listed as new products. After input in the forms and the buyers do some negotiation to make an agreement, and then the new products should be take picture in a small white box. The products must be captured from several sides such as front side, and the side which the barcode in it. The products must capture in high quality by using DSLR camera, and I am the one who used to handle this task.

d. Delivering the documents form Merchandise department to other department and manage it.

Another task that I do as internee in this Merchandise Grocery department is to deliver some files or documents to another department to get the sign or just only deliver it. Usually the documents need to copy first or scan first so I do to copy them and deliver to another department as request of the buyers or my supervisor.

e. Manage / tidy up the products that will returned to Vendor.

There are so many magazines as 'retur' products that should be returned to vendors put in Head Office. I assist the admin staff to manage these magazines to sort by its vendors and based on title and help to packed it, so the vendor that will take it to head office can accept it in tidy condition.

f. Join the Buyers visiting some stores to do regular check

Usually when there is event or when promotion week conducted, buyers will go to several store to do overview and check whether the store operations is run based on what head office command, whether the new products already showed, whether the promotion already applied or not. I usually asked to join them to make me know more about every family mart store around Jakarta and Cibubur. I usually use this opportunity to learn also by seeing how

the buyers job in store and how they communicate with store crew and soon. I don't have any specific task here since Buyers also only to overview and see the progress or ask the problem of every store that they visit.

2. IN DHL GLOBAL FORWARDING INDONESIA

In DHL I trusted put in Marketing and Sales department. In this company I mostly assist Sales Support and Sales Steering staff. Usually I get and do command from Senior Leader of Sales Steering. Mostly task that I do is administrative things that purposed to assist in making report of Sales performance. My activities is around:

a) Closing opportunities

Since I am on department of sales and marketing I much help the sales team, one of the task that I do is closing the opportunities. Since sales is have a task to search any company to be next potential new customers or to maintain the relationships with customer that already exist. Once they got the customers that want to use DHL services, it can determined as new opportunities. Each sales usually have so many opportunities to catch up. These opportunities must be follow up as soon as possible and usually it couldn't be more than 4 months. If the opportunities is more than 4 months, it suggested to be closed and I am the one who role to close them in SAP system to make SAP system clear and make the opportunities list of each sales is tidy and arranged well.

b) Update Churn Data

There is a very familiar document that I do which names Churn Data. Churn data itself is a file that show the progress of each sectors that DHL Indonesia of each Sales staff. I am the one who tracking the progress of Sales performance on that Churn data.

c) Internship Gathering

Internship gathering is conduct routinely once in two week. It usually conducted by giving some coaching to the all internees about some explanation of how the DHL Global Forwarding generally run. Usually the coaching is about the ocean freight and airfreight system.

d) Warehouse Visiting to Learn about Export and Import process.

Internees in DHL also given chance to visiting the Warehouse which is Unex Warehouse to learn about how is export and import loading process in warehouse start from the goods come to warehouse from sender until packed to send to receiver.

e) Tracking and mapping the progress of sales staff or sales steering progress in certain times

I also help to tracking and mapping some data of sales steering and sales support progress. For example if in a week a sales steering have follow up ten customers, mean I should track those ten customers and mapping In a file in detail.

f) Manage others administrative things that Sales and Marketing need

There are many other administrative things from senior sales steering or from senior manager sales operation (my SPV). It can be like looking for kind of industry of many companies listed by searching it on google. Help the candidates of management trainee in making Sales Performance Dialogue Board. Moving some data required from 1 file to another file. Helping specifically sales steering jobdesc that in deadline or helping any staff that has lots of task with little time to finish. Up dated the activities on SAP system and many others confidential administrative things.

CHAPTER IV

PERSONAL RESULTS / POINTS LEARNED

I. FAMILY MART

1. The internship experience for 3 months in Family Mart in Merchandising Grocery departments' very worthwhile since many advantages I go from this company. I learned many things about retail in convenience store type. There are many things that I got from Family Mart as my Personal Learning. In addition this is Retail Company, fit with my academic background make me can learn many things here. Some of them are:

a. I learn about how is the actual condition of convenience store is.

I learned to know that Family Mart has some types of store and how the differences of each type of store. I know how is the product category in family mart and the sub categories or sub-sub categories of each kind of products. I learn about how is the suppliers of this company, which is so many, I know some big or popular supplier/vendor; I know the kinds of FFRTE (fast food products) in Family mart.

b. I learn how the actual daily store operations.

Since I got opportunity come to store to see how the store crew work and to see around the store. I learned how to re-stock the product from small store warehouse to the gondola, how is preparing process on kitchen to cook the Fast-food products. How the employee shift system is. I also learn about the regular employee's activities in store start form cleaning the store, tidy up the merchandise in gondola, set the seating area, and make sure every machine run well, in furthermore I also learned and known that about the effectiveness of different margin of product in vary category which is will different depend on store type, and other activities.

c. Learn about communication skill, negotiating and get comprehensive understanding about FMCG Industry.

When I get opportunity to join the supervisor meeting with vendors or suppliers I also learn many things like know how is the merchandiser dealing with the supplier. I also learn how to communicate well with the supplier, how to do negotiation to get promotion from supplier, how to get a trust from supplier so they want sell their products in our store and also interest to give promotion, how to give clear

explanation or solving problem when there is miss-communication with supplier, how to do negotiation or do communication with many different suppliers with vary characteristic. By joining my supervisor to meet the vendors or suppliers, I also learn little bit about product development from some products category, I learn how to have sense of business or little bit forecasting skill about product, for example when there are some new-release product, with some variants, usually merchandiser should have skill estimating or forecasting which one the flavor or the variant that will become favorite or liked and will be much demanded by the consumer.

d. Have improvement capability in administrative things, especially merchandising administrative things.

Since my task also mostly helping the administrative things, I learned about how to manage the forms that needed by buyers, I learned to be more familiar on operating Microsoft excel such as using pivot feature, and many more excel formulas, I learned to be more detail since to avoid mistaken when inputting the data, furthermore I also learned how to organize and classify the merchandiser documents into a good array of file and sort in to some vary of bundle and report which can be easily retrieved by another employees if they need some documents someday.

e. Last but not least I learn how I can work with many types of personality in the work environment.

Most of them are easy to cooperate with because of but there are still some people that I think difficult to cooperate with. I learned to adjust myself to able work and do good communication with vary characteristics of people.

2. This Internship experience help me in gain better understanding about the theory and how it can be implemented in the real world. Since I intern on department grocery merchandising of a retail store, I absolutely get better understanding of how a convenience store business is. I can applied theory that I learn on class with the reality. I can compare and applied the knowledge of how is the real merchandising things run in the company with what I learn in class, thus my project in merchandising class also convenience store. I can know exactly how the store situation is and what issues or problems that usually comes.

3. The internship help gain better comprehension about the industry retail absolutely. Like what I explained before, internship in this company makes me can apply my knowledge about merchandising that I got in class and see it on the real work situation.
4. The technical knowledge, new theory/approach/method, or skills was absorbed during the internship in this company is vary. Like what I mention on point 1, I absorbed knowledge about how merchandising in convenience store is, I learn many things about retail specifically convenience store. For the skills, I become familiar with operating Microsoft excel, become more detail person, able to managing time, able to communicate in professional way, and many other.
5. This internship in Family Mart is helpful for to me to learn better about the personal strength and weakness and it can affect the personal development of the students. I can explore more about my strength and weakness such as I become more trained to be more discipline person, I become more detail oriented, but it is not affect my personal development completely. Since I mostly help the administrator in assisting the merchandiser job, I only developed on administrative task only. Public speaking, negotiating skill, presentation skill, and other skill, cannot I applied since I don't get a chance to do contact or communicate with the suppliers and I don't get opportunities to do other things beside administrative things.
6. This Internship benefit to the student's personal growth by giving comprehensive about retail industry especially convenience retail store, trained me to able managing time, able do administrative well and trained to able work with various character of people.
7. The internship very possibly affect my future career plan. Since I intern on Retail Company, and on merchandising grocery department. I become know and familiar how a merchandiser or a buyer work is, how the merchandising grocery department situation is, what issues or challenges that usually merchandiser face. In addition I also passionate in grocery things in compare other kinds of retail industry. I do believe this internship experience will positively affect my career later on and I do wish I can get career as merchandiser.

II. DHL GLOBAL FORWARDING INDONESIA

Different from previous company which is Retail Company, in second company where I intern which is logistic company, I don't get so many knowledge that related with my major. But I get new experience and knowledge here, especially about international trading or international business.

1. Internship on DHL Global Forwarding is worthwhile since I got many advantages from this company. Not only the allowances per day, I learn many things that mostly new in my life since this is logistic company and I am background as retail student. I learn many things such as:

a. Have better comprehensive in general knowledge about forwarding company (general overview of DHL)

Internship on Forwarding Company makes me a little bit familiar with this industry. I know the varieties of DHL services, I know some kind of truck that DHL has, I know some kinds of containers, the varieties of product and how to treat each of them. I know some of sectors that DHL focus in such as Technology, Life Science and Health Care, Engineering and Manufacturing and the Automotive.

b. Knowing how is marketing and sales department on forwarding company work is

I see how the marketing and sales department work is in a forwarding company. I see how Field Sales in looking for new opportunity or maintain the relationship with existed company. I see also how the sales team make effort to achieve target per month. I also learn much from sales steering and sales support.

c. Learn to work fast and finish the task before deadline given

Since I was given some task that quite many, I learn to finish every task as fast as possible and as best as I can. I also able to finish my task before deadline sometimes and ask next task to sales staff. Since many task to do with urgent deadline it train me to work focus and avoid any distraction. Some urgent deadlines also makes me able to work under-pressure

d. Able to managing time well by always coming time.

Internship in DHL Global Forwarding also train me to be able manage my time well, I can commit to always come on time. It think it can happen since the shuttle bus that

provided by office is going on decided times that quite morning, make me get used to come early to avoid missed the bus.

e. Knowing how is export and import loading process on warehouse near airport.

Since DHL internees also ever given chance to visit the Unex warehouse to learn about import and export process loading process. I also learn something new here. I understand how is the procedure of goods that would be to export and how the goods that would be to import. I've learn and just know that each of goods type also have different treatment to save in warehouse for example if there is a dangerous goods such as substances and chemicals that hazardous must keep in particular room with specific treatment. Goods such as pharmacy things must put on cold room. And other step.

f. Have better understanding on supply chain of some general industry.

Since DHL is company who give forwarding service globally and has lots of customers. I also learn a little bit about supply chain of some industries. By seeing data of customers of DHL I know some companies that run in varies sector and what their necessities from DHL. I know the treatment that DHL give to every request of customers, how to send it and what steps to do after delivered to receiver and so on so far.

g. Able to work with varies character of people

DHL Global Forwarding is a multinational company that have global standard. The employees in this country is not only Indonesian but also the expatriate. Internship for 4 months here make me able to adapt with many characteristic of people with vary demographic also. I can work well with senior leader that already become mom, I also able to work with young employees with ages below 30. Multicultural environment plus people who love make jokes in m department make me happy to do my job here.

2. If I asked did internship help gain better understanding about the theory and how it can be implemented in the real world, unfortunately I should say not really. I cannot gain better understanding about retail theory here and I cannot apply my knowledge or theory that I learned in class to this company. Since the industry is logistic company that very different

retail but still have relation in supply chain things. However, I still can contribute to this company by my skill in operating Microsoft offices, my skill in English, and my general knowledge of business.

3. Internship in DHL Global Forwarding not really help gain better comprehension about the industry that I learn which is retail but this internship give me new comprehensive about international trading and it is also very valuable for me and will beneficial to me.
4. What technical knowledge, new theory/approach/method, or skills was absorbed during the internship? International business absolutely. I learn many new things about how forwarding company is. Like what I mentioned in number 1, Internship in DHL make me absorbed many things about logistic, international trading and supply chain things.
5. The internship in DHL helpful for the students to learn better about the personal strength by applying my strength such as fluent in English active and passively, communication skill and my-detail-oriented to every task I do here. I also can overcome the weakness like difficult to wake up early become able to wake up so early since I have to catch up the bus office in early morning, and many others. These absolutely can affect the personal development of me.
6. This internship benefit the student's personal growth by every task that the internees do. I learn how the situation of logistic company, I learn how to work fast and focus, managing time, working as fast as possible, working focus, able to work under pressure, operating excel, and increasing the detail orienting.
7. This internship experience will also affect positively to my career plan later. Since this is multinational company and quite big yet top of mind company, experience from here will be valuable to next career I apply. Maybe this internship not significantly helping in retail careers, but will help in better understanding or knowledge about supply chain. The skill that trained during Internship experiences also will contribute positively on my career plan later.

CHAPTER V

RECOMMENDATION

For the first company I suggest to be more appreciate to their apprentices. I also suggest this company, they can more optimized the internees to use all potential and skills that internees have to contribute more to company. Company can make future strategic plan or new program or give any projects to the internees that will give improvement to company. Since I am unpaid intern here and I often have spare time here and doing nothing meaningful task for some hours. I think it my time waste useless. I think the company can ask the internees to help the store operation activities also since some days in this company is very hectic on recruitment and looking for store crew that quite many. Because retail major in university now exist, students who learn retail industry is exist. It will be good for Retail Company if they can maximize these students to give any contribution. Talents and potential that college students have like make a research since student familiar with academics things, youthful spirit, creativity, and global mindset can give fresh air to company and give contribution to company. This company also can give mentoring session to internees by giving some trainees to make internees able to do other job or task that will give more contribution to company. Since this company also counted as new company, any projects that will promote the store also can be done by internees. So that both internees and company can get benefit each other's. The internees get worthy experience by productive internship activity, also company get advantage from the internee contribution.

For the second company I don't have some specific suggestion since this company already manage the internship very well. They give mentoring routinely once in a week that makes the internees know insight about DHL deeper. The suggestion that I could be give is to give more information of task that I will do, what is the purpose and how is the correlation with other departments, because usually once I get a job, I don't know exactly purposed of my task, or what actually I do, I am the one that ask them after finishing the task to understand what actually I do is. Another recommendation also might be I could give an opportunity to some meetings that conduct for marketing and sales department to make me adaptable and more understand about the organization especially on this department. But so far I enjoying to intern in these two companies. Both companies give valuable experience for me

APPENDIX

Figure 2.1: FFRTE Products



Source: Google Images

Figure 2.2: Food Categories



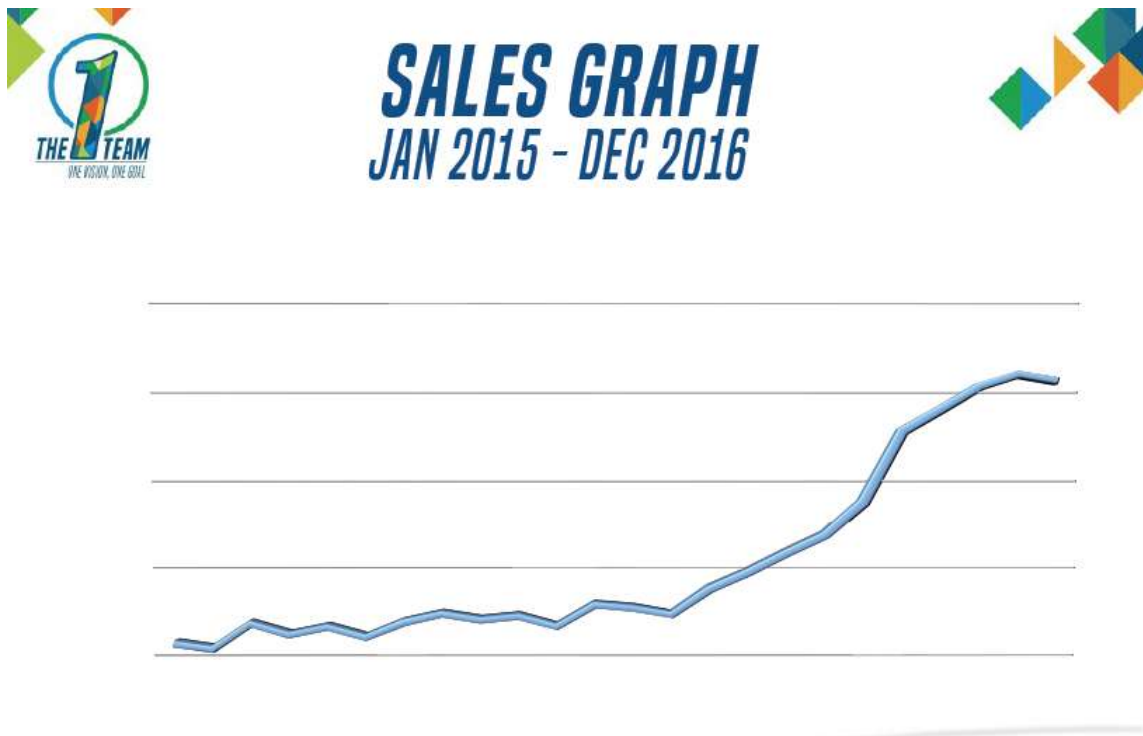
Figure Source: Google Images

Figure 2.3: Non-Food Categories



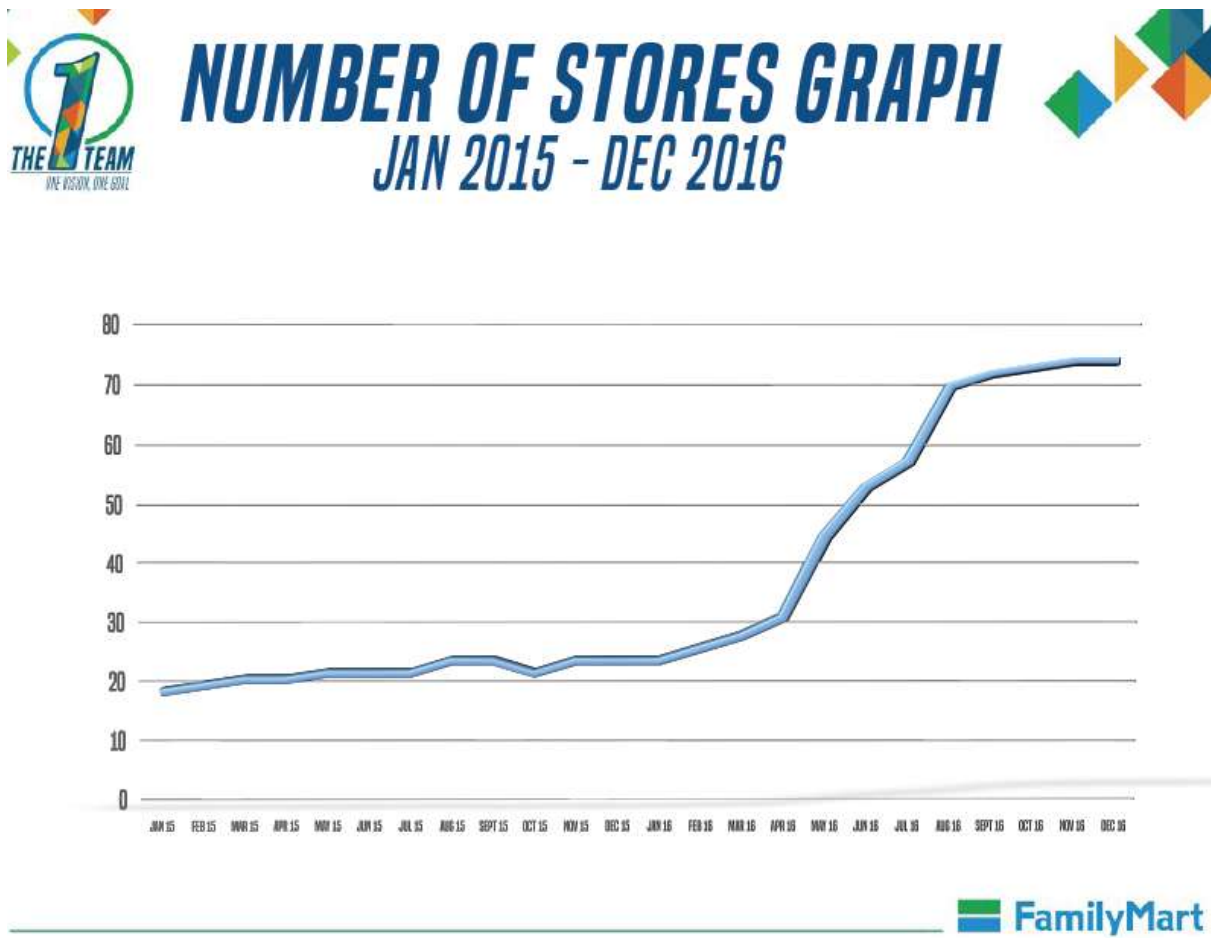
Figure Source: Google Images

Figure 2.4: Growth of sales in 2015-2016



Source: Company's Document

Figure 2.5: Store Growth on 2015-2016



Source: Company's Document

Appendix of internship documentation



