

Internship Report as Commercial, Project Operations and Strategy at Grab

Cynthia Veronica, Muhammad Ghazi, Tita Detiana

Trisakti School of Management, DKI Jakarta, Indonesia

E-mail: cynthiavrnca@gmail.com; pradipta.ghazi@gmail.com; tda@stietrisakti.ac.id

Abstract

This internship report was aimed to explain Author's activities during internship at Grab Indonesia through Magang Bersertifikat Kampus Merdeka Program held by the Ministry of Education. This program aims to provide opportunities for students to experience first-hand how to work and be involved professionally in a company. This report will explain about the Company, Author's daily activities as part of Commercial, Project Operations and Strategy team and how the job are being divided. Beside daily activities about the job given, this report will explain other activities like internal training and engagement activities provided by People Organization team.

Keywords: project management, strategic management, time management, critical thinking, data processing

INTRODUCTION

The real implementation of college's lessons and theories are to be implemented in real professional world of work. Due to high level of job competition among third and final year students, many of them are seeking for an opportunity to directly feel how its looks likes to be involved and grow together in a company. Through internship, the students can learn how to work across functional department and understand about the company's culture and being involved in how to give real impact for the company. Kampus Merdeka is part of the Merdeka Learning Policy by the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia, which provides opportunities for students to excel skills according to student's talents and interests by going directly into the world of work in preparation for future careers.

The main motivation is to directly enter the world of professional work by involving students in real-project and real business case while also giving real impact to the company. This is also one of MBKM Participant's aim to give herself some benefit for real professional work preparation.

The objectives of this MBKM programs are to:

1. To obtain real work experience by actively involved in company's operational activities.
2. To obtain a bigger picture on how this specific industry works.
3. To obtain more knowledge on company's culture.
4. To obtain a bigger chance to being promoted as a full-time employee
5. To obtain experience and being involved in one of company's real project start from planning, executing and evaluate.

Grab as one of Kampus Merdeka's partner has opened an opportunity for college students to experience how's the real work experience looks like through Grab Campus Apprenticeship Program

and divided into 5 scope of works. One of that is Commercial, Project Operations and Strategy which has responsibility to identify market's environment and define the best strategy to win the market based on researching and finding and understand overall business process. In this scope of work as Commercial, Project Operations and Strategy Intern, the responsibilities are:

1. Planning and Monitoring the Acquisition program for all Sulawesi cities
2. Data processing from the weekly report and convert to telemarketing program
3. Screening eligible candidate to get referral incentives

ANALYSIS & DISCUSSION

Daily Activities

As part of east Sulawesi Area Support Team, MBKM Participant was in-charged to be the project management officer for two projects. The first one is Driver's Acquisition Program, which as a project management officer MBKM Participant has responsibilities to define the best strategy on how to increase and retaining the acquisition program especially for East Sulawesi. Its also including operational and monitoring activities through daily reporting for all cities in Sulawesi.

For better explanation about the projects, it is including:

1. Mandatory daily update through WhatsApp group for all the PIC of every Sulawesi Cities
2. Mandatory daily catch-up through Zoom Meetings with all the PIC of every Sulawesi Cities
3. During the catch-up, we discussed are there any problems in that day and find the solution together
4. Requesting fund for visibility program through banner activation
5. Processing data from weekly report into telemarketing program for every Sulawesi cities
6. Screening eligible Partner to get the incentives through referral program

During the job and the duties, MBKM Participant has found out that there are some problems that affect in decreasing the eligible candidate to become Grab's Partner. To solve this problem MBKM Participant has been trusted to be the Project Management Officer for the acquisition program including:

1. September: Upon pointed as the Project Management Officer, MBKM Participant created a WhatsApp group with all the PIC from each Sulawesi cities for reporting the daily acquisition update.
2. Mid-September – Mid October: MBKM Participant found out that there is decreasing result for the acquisition program and discussed with the project buddy to do the telemarketing program.
3. Mid October – December: through the telemarketing program all the PIC have to call all of the Candidates to help them verify all the data needed to apply as Grab Partner.

Non-Routine Projects

The Project is called social media and Community Account Project. The main purpose of this project is to keep the partner engage and update for the newest event coming up in Makassar. MBKM Participant has the responsibility to create a content calendar, preparing the captions, and posting it in the Instagram based on the content calendar. For

this project, MBKM Participant has her own design team that helped to create an Instagram design such as for IG Feeds, IG Story, and IG Reels.

While doing the project the team has faced several issues and problems such as:

1. Decreasing on content interactions
2. Not meet certain followers needed for a community account compared to the community account from the competitor

Based on the pain points and issue that have been faced, the team has decided to change how we treat the account. We decided to do trivia style posting and giveaway program:

1. **Trivia Style Posting**

Trivia style posting is a style of posting that not depending on a campaign or an event. MBKM Participant and the team posted a content every day or at least every 2 days so we can keep the follower enthusiast and engagement

2. **Giveaway and Competition Program**

The purpose of this program is to meet certain followers as a community account to gain the trust from the community it-self. MBKM Participant and the team have targeted to at least obtain more than 1,000 followers at the end of December 2021.

Theoretical Framework

Based on all the projects and activities that has been held by Grab. These activities have inline with some theories and data.

As stated in (Wheelen, Thomas L, 2019, 338-340) activities can be directed toward accomplishing action goals through action planning. Action plan is useful to set what actions are going taken by whom, during what time frame and what expected results. As the Project Management Officer, MBKM Participant determine the action plan such as:

1. **Specific actions to be taken to make the program operational**

As the Project Management Officer, MBKM Participant set out the operational activities such as mandatory daily update through WhatsApp and this update done for twice in a day.

2. **Dates to begin and end each action**

This Acquisition project don't have end period as this is requested to be done quarterly based on the target given

3. **Person responsible for carrying out each action**

PMO determine the person in charged from every Sulawesi cities

4. **Reviewing Performance**

Periodically every 2 weeks MBKM Participant will review the tracker and report it to the Manager. We will discuss what went well and what didn't.

This also in line with the non-routine project. As explained in (Kotler and Keller, 2016, 167) to build a positive branding and to maintain relationship with the community. The company need to enhance the information posted and increase the frequency of information shared. This can only be done if we do have the audience which is the community itself. According to Kotler and Keller (2016, 642) through social media marketers can establish a public voice and presence-online also build or tap into online communities. In this case is to build hype and reach across Sulawesi Region with Grab's Partner.

According to Kotler and Keller (2016, 643) A key for success in online communities is to create individual and group activities that help to bond among the communities itself and the company.

CONCLUSIONS

This 6-months internship program has been given opportunity, chance, and valuable learnings to be well prepared before entering the world of work. On addition of that is given a highly expertise mentor and project buddy and get a chance to learn and create MBKM Participant's characteristic through understanding the company's culture and value. There are some valuable experience along the internship journey:

1. Given the chance to handle 2 big projects, working on diverse and cross functional team like design, operational and different city team.
2. Involve in daily operational activity including data processing that has played a big role in determine what's can be improved next.
3. Working and learning the new things that has not been experienced before joining this internship like to be the Project Management Officer, handling a community account, and learning how to have a good structured and critical thinking skills.

In conclusion for the whole internship program and period, this program has been good and running well. However, there are some things related to operational activities that need more attention for Kemendikbud to be better for the next batch such as:

1. Disbursement of Salary is often late even it has been passed the month
2. SKS conversion system with some campus

Based on the limitation that has been founded above, MBKM Participant recommend on these things:

1. Review back on what are the obstacles for the salary disbursement, if the obstacles are coming from the verification data process, then the MBKM committee can try to do a quick early checking to ensure a smooth disbursement of stipend.
2. Review back on which lessons can be converted as the part of Kampus Merdeka Program benefits, this also can help university to determine their curriculum system.

REFERENCES:

2010. *Grab: The Everyday Everything App*. Accessed 2022. <https://www.grab.com/id/en/brand-story/>.
- Kotler, Philip, and Kevin Lane Keller. 2016. "Marketing Management 15e Global Edition." 167. Pearson Education Limited.
- Kotler, Philip, and Kevin Lane Keller. 2016. "Marketing Management 15e Global Edition." 642-643. Pearson Education Limited.
- Wheelen, Thomas L. 2018. "Strategic Management and Business Policy Global Edition." 338-340. Pearson Education Limited.