



GigaDevice Semiconductor Inc

e-Commerce Marketing and Logistics Intern

Germany Munich
March 2024 - July 2024

Hazel Lin



GigaDevice Semiconductor Inc.

Headquarters: Beijing, China, with an office in Munich, Germany

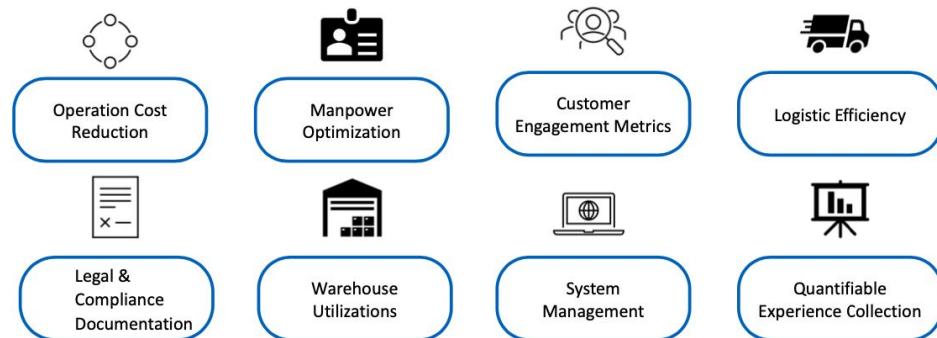
Industry Focus: Global leader in semiconductor technology

Specialization: High-performance memory and microcontroller solutions

Strategic Location: Munich, Germany, supporting EU operations

Mission: Streamline logistics and enhance digital engagement for efficient, reliable global distribution of semiconductor products.

Project Scope



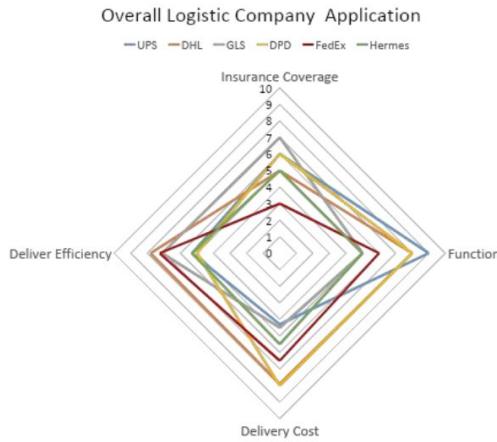
e-Commerce Marketing Intern Responsibilities:

Contribute to strategies aimed at boosting online presence and engagement for GigaDevice's semiconductor products in Germany. This role has provided insights into the semiconductor industry and mainly focus on digital sales logistics.

Key Features:

- Market Analysis:** Conduct research to pinpoint growth areas in EU digital channels for semiconductor products.
- Logistics Optimization:** Focus on last-mile delivery solutions and freight management for seamless European market distribution.
- Customer Service Framework:** Assist in developing support processes for the Direct-to-Consumer (D2C) model, enhancing engagement. Here, C means engineers.

Proposed Solutions



Result & Impact:

- **Logistics Setup for EU Distribution:**
Established logistics groundwork, emphasizing efficiency and packaging for EU e-commerce.
- **Improved Market Reach:**
Laid the foundation for expanding GigaDevice's reach in Europe through targeted logistics support.
- **Valuable Industry Insights:** Gained practical insights into e-commerce logistics for semiconductors, informing future project stages.