



MAYBANK BERHAD

INDUSTRIAL TRAINING REPORT SWOT ANALYSIS OF MAYBANK BERHAD

Prepared by

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Presented for

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EXECUTIVE SUMMARY

This report is the summarize of my 5-month internship program with Maybank Taman Melawati, which is located at Taman Melawati, Kuala Lumpur. During the internship program, I was placed under the supervision of Miss Lim Kim Lan. A big challenge for me to work at the big company as I never have working experienced before this. Everything went, and I can face all the situation that have been delivered to me. The content discussed in this industrial training report is divided into sections. The first section consists of the preliminary page, which includes the executive summary, table of contents, and acknowledgement. The second section is the student's profile, which shows the latest resume. The following section will be the company's profile. In this section, the trainee will explain the company name, logo, location, company background, mission, vision, goals, objectives, organizational structure, products, and services offered. The fourth section is explained by the trainee in the context of training reflection consists of duration, working day and time, roles and responsibilities, tasks assigned, and benefits that the trainee gained during internship. The fifth section, trainees will be discussed about SWOT Analysis which has been observed in Maybank Taman Melawati, followed by sixth section with some recommendations suggested for the company to improve their management. The trainee will discuss the benefits of the internship experience in the next section. There are also some references that the trainee provides to support this report. The last section of the report ends with appendices, where related images of my internship experience are shown.

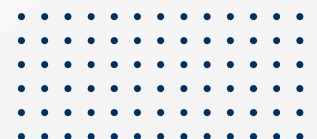


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COMPANY PROFILE

COMPANY NAME AND LOGO

MALAYAN BANKING BERHAD (MAYBANK)



 **1-300-88-6688**

 **EMAIL: MGCC@MAYBANK.COM.MY**

COMPANY LOCATION



The strategic location of Maybank in Taman Melawati could be attributed to factors such as proximity to residential areas, accessibility, visibility, and potential customer traffic in the area. It might be situated in a central location, making it convenient for residents and businesses, thereby enhancing its strategic positioning.

OBJECTIVE



"Maybank is committed to providing people with easy access to financing at fair terms and pricing, advising customers based on their needs, and being at the heart of the communities it serves. A key goal in building its business is also to ensure that it manages to ride the wave of digital transformation."

GOALS

'Maybank is committed to ensuring good environmental, social and governance (ESG) practices. We are aware of the role we can play in creating a sustainable future for all, and in this regard, we regularly assess how we can further embed sustainability considerations into our business operations and investment behavior, so that we can manage our risks appropriately even as we help facilitate economic and societal growth.'

