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TEKNOLOGI  
MARA



INDUSTRIAL TRAINING REPORT (MGT666)

KOPERASI ANGKATAN TENTERA MALAYSIA BERHAD

WISMA KOPERASI TENTERA



**KOPERASI  
TENTERA**

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## **EXECUTIVE SUMMARY**

My internship at Koperasi Angkatan Tentera Malaysia Berhad (KATMB) explored its current position through a comprehensive SWOT analysis. This insightful framework reveals both internal strengths and weaknesses, coupled with external opportunities and threats, shaping KATMB's journey toward future success. Koperasi Angkatan Tentera Malaysia Berhad (KATMB) is at a crucial point where it needs to figure out its path ahead. To secure its future, it's important for KATMB to know what it's good at and what it needs to work on, both inside and outside. This SWOT analysis helps paint a clear picture of where KATMB stands now and shows a way for it to grow steadily.

KATMB has some strong points. People in the military recognize and trust the brand, and the variety of things it offers, like financial services and housing plans, keeps members interested. The cooperative is financially stable, providing a solid base for future plans. The dedicated staff who believe in working together make sure everything runs well and that customers are happy. These strengths give KATMB a good starting point for a successful future.

But there are also things that KATMB needs to work on. Depending too much on the military community makes it sensitive to changes in that specific group's spending. Also, facing competition from other cooperatives and businesses means KATMB has to find ways to stand out. Having a limited range of products and services makes it hard to attract a wider audience and meet different needs. Fixing these weaknesses is important for KATMB's success.

Even with these challenges, there are exciting chances for KATMB. If it starts offering things to more people, not just the military, it can reach new markets and be less dependent on one group. Just think about having products for families, older folks, or even businesses! Teaming up with other groups through partnerships can open doors to more markets and bring in valuable knowledge. Also, KATMB can use the support from the Malaysian government to grow and try new things. If it plays these chances smartly, KATMB can look forward to a better and more lasting future.

However, KATMB needs to stay alert to potential problems. Changes in the economy or government rules might affect military spending and hurt KATMB's customers. Also, if KATMB doesn't keep up with new technology, it might lose out to digital companies offering similar services in a more convenient way. Handling these problems well is important to keep KATMB's progress on track.

In the end, by using its strengths, fixing weaknesses, taking chances, and dealing with problems, KATMB can become a strong and leading cooperative. This SWOT analysis is like a guide for KATMB to move in the right direction for a successful future. By being quick to respond, adaptable, and competitive, KATMB can keep succeeding in a world that's always changing. By making smart choices now, KATMB can make sure its future is as strong as its commitment to its members.

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## COMPANY'S PROFILE



Under the Co-operative Societies Act of 1993, Koperasi Angkatan Tentera Malaysia Berhad ("KT" or the "Co-operative") was established and is based in Malaysia. The registered office of the Co-operative is Wisma Koperasi Tentera, No. 1, Jalan 2/65C, Off Jalan Pahang Barat, 53000 Kuala Lumpur. The main business activities of the Co-operative include finance operations, financing, investing, and operating insurance agencies. These activities have remained relatively consistent throughout the fiscal year. The Board of the Co-operative, in accordance with a decision, has authorized the release of the financial statements.

The term "Koperasi Angkatan Tentera Malaysia Berhad" can be broken down for clarification. "Koperasi" is a Malay word meaning "cooperative," signifying that the organization operates on a cooperative model or is founded on cooperative ideals. Cooperatives are businesses owned and managed by their members for mutual benefit. "Angkatan Tentera Malaysia" translates to "Malaysian Armed Forces" in English, indicating the cooperative's close ties or relationship with the Malaysian Armed Forces. Lastly, "Berhad" in Malaysia denotes a public limited company (PLC) or corporation limited by shares. Businesses with "Berhad" in their names are typically larger, publicly traded companies.