



اَوْنِوَرْسِيْتِي تِكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT (MGT666)

AT ZARINA ASIM
AGENCY

PREPARED BY:

SOFI SURAYA SOFRUDDIN

2020896832

RBA2426A



Executive Summary

This report is written as a part of the Bachelor of Business Administration (Hons.) Finance. I finished my internship at Zarina Asim Agency for 6 months/ 24 weeks which began on 1 September 2023 and ended on 9 February 2024. Zarina Asim Agency is doing their business in the takaful/insurance industry. All of my time in the company is very significant as I gain more knowledge and valuable experience throughout my internship journey there. During my internship, I was assigned to help all the staff with their work but I was mainly assigned in the department of general takaful. Moreover, I gained real experience in dealing with customers as I was placed at the front counter.

Furthermore, I can understand better what I have been learning about my course as insurance is also a part of finance. Besides, my supervisor and all my colleagues are very helpful and patiently teach me all the knowledge that I need to do my work. Then, they also exposed me to the real job by letting me join them to open the booth in schools. Because of that, I have sharpened my communication skills and also the interpersonal skills. I was very grateful to be able to experience new things and be honored to be part of the company.

TABLE OF CONTENT

PART 1: PRELIMINARY PAGES	PAGES
Executive summary.....	1
Table of content.....	2-3
Acknowledgment.....	4
PART 2: STUDENT PROFILE	
2.0 Student's Resume.....	5
PART 3: COMPANY PROFILE	
3.0 Company's Profile.....	6-7
3.1 Company's Vision, Mission.....	7
3.4 Product's offer.....	7-9
3.5 Organizational structure.....	10
PART 4: TRAINING'S REFLECTION	
4.0 Duration.....	11
4.1 Details.....	11-12
4.2 Gains.....	12
PART 5: SWOT ANALYSIS	
5.0 Swot analysis table.....	13
5.1 Explanation	
i) Strength.....	11-14
ii) Weaknesses.....	14
iii) Opportunities.....	14
iv) Threats.....	14-15
6.0 Swot matrix.....	16
PART 6: RECOMMENDATION	
7.0 Recommendation.....	17
PART 7: CONCLUSION	
8.0 Conclusion.....	18

PART 8: REFERENCES

9.0 References.....	19-20
----------------------------	--------------

PART 9: APPENDICES

10.0 Appendices.....	21-23
-----------------------------	--------------

3.0 COMPANY'S PROFILE

- Phone: 05-6883624
- Email: zarinaasimagency@yahoo.com
- Address: No 2404, Taman Samudera, 32040 Seri Manjung Perak



Zarina Asim Agency is owned by Mrs. Zarina binti Asim. The business offered is mainly in the insurance industry while the service offered by the company is in Islamic insurance which is Takaful. The agency's journey began as Mrs. Zarina was once a Marketing Executive of Family Takaful of Takaful Malaysia Berhad from 2001 - 2010. Syarikat Takaful Malaysia Berhad is the first takaful operator in Malaysia. Furthermore, Takaful Malaysia is under Bank Islam Berhad and Tabung Haji. The goal of creating a takaful company is to promote insurance that is islamic and more syariah compliance than conventional insurance. Takaful is founded on the principles of social solidarity, cooperation, and mutual indemnity of member losses. It is an agreement among a group of people to jointly indemnify each other for any loss or injury caused by the fund to which they all contribute.

Then, in 2010 Takaful Malaysia changed the system into an agency system. From 2011 to 2016, Mrs. Zarina was promoted to agency unit manager and decided to open her own agency in 2012. However, in 2016 Takaful Malaysia decided to close the family retail department as all the staff and agents of family takaful were transferred to Great Eastern Takaful with conditions. Then in 2017, Mrs. Zarina was promoted to group manager. For instance, the agency serves two types of takaful services which are general takaful and family takaful.