

INDUSTRIAL TRAINING REPORT

AT MALAYAN BANKING BERHAD (MAYBANK)

1 MARCH 2024 -
9 AUGUST 2024

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**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE**

**INDUSTRIAL TRAINING REPORT
(MGT 666)**



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(01 MARCH 2024 - 09 AUGUST 2024)**

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EXECUTIVE SUMMARY

An internship is a type of professional learning opportunity where students can work on actual jobs that are related to their subject of study or desired career path. A student can explore and expand their profession as well as gain new skills through an internship. Internships give the student the opportunity to adapt the knowledge that they learn in university into their real work. Internship is a short work experience provided by businesses and other organisations to individuals, typically students in order to provide them with some basic exposure to a specific industry or field.

For the last semester of my Bachelor of Business Administration (Hons) Finance, I was required to complete 6 months which is 24 weeks of internship for the MGT666 course. The company that I have been doing the internship is Malayan Banking Berhad (Maybank), Bertam Branch, Pulau Pinang. The duration of the internship is from 1 March 2024 to 9 August 2024. I have learned a lot from this internship especially in the banking industry by the guidance from my supervisor Mrs. Siti Aishah Binti Abu Bakar who is also the Assistant Branch Manager for Maybank Bertam Branch.

Basically, banks not only provide a service but also provide a product. During this internship I have been exposed to a variety of Maybank products and services. I learn more on how to engage with the customer regarding their issues on the banking products while promoting banking products and services to the customers. This engagement with the customer, helps me to improve my communication skills. I get a chance to work on a team and learn how banking operates on a daily basis.

This industrial training report overall provides a brief explanation of my experience as an intern at Malayan Banking Berhad (Maybank) and the SWOT analysis for the company. It started with my resume or student profile that contains the student information like working experience, educational background and skills. Then, the report gives some background of the company. The last part of the report explains the SWOT analysis of the company and the recommendation to the SWOT analysis.

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3.0 COMPANY PROFILE

3.1 Name, Location and Background of Company

The name of the company Malayan Banking Berhad or also known as Maybank. Maybank is a local Malaysia bank, who has over 2200 branches and offices of Maybank may be found in 20 countries across Asia, Europe, and North America. Maybank Headquarters is at Maybank Tower, 100, Jalan Tun Perak, Bukit Bintang, 50050 Kuala Lumpur, Federal Territory of Kuala Lumpur. I have been doing my internship in one of the Maybank branches in Maybank Bertam Branch 1, Lorong Bertam Indah 4/9. Taman Bertam Indah 13200 Kepala Batas Pulau Pinang

Maybank originally began business on September 12, 1960, by Khoo Tech Puat at Jalan H S Lee. Maybank was the first local bank to provide services to the people of Malaysia. Maybank has been serving customers for more than 60 years from 1960 until today. At first, the bank prioritised on serving the local companies and communities, which distinguished it with foreign banks that served mostly international trade. Maybank opened its first foreign branch in Brunei on November 28, 1960, then branches in Singapore shortly after, as a result of its fast expansion. The bank established branches in Hong Kong and London after being listed on the Kuala Lumpur Stock Exchange in 1962.

One of the biggest and most well-known banks in Malaysia is Maybank. In terms of assets, Maybank is the biggest bank in Malaysia and the fourth-biggest in Southeast Asia. Originally founded in 1960 as a privately held lender, it is now more than 58% state-owned, employing close to 50,000 people in 20 nations. The company offers a wide range of products and services related to financial services as well as commercial banking.