



اوتورستيتي تيكنولوغي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

BA242 - BACHELOR OF BUSINESS  
ADMINISTRATION (HONS) FINANCE

# INDUSTRIAL TRAINING REPORT AT MALAYAN BANKING BERHAD (MAYBANK) BERTAM BRANCH

1 MARCH 2024 - 9 AUGUST 2024

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# EXECUTIVE SUMMARY

Throughout the course of my industrial training at Maybank Bertam, I was able to learn an extensive amount of information and invaluable experiences that significantly enhanced my understanding of the banking industry. My job in customer service gave me the opportunity to interact with a diverse spectrum of clients, which improved my capacity to communicate effectively and boosted my self-assurance. I am grateful for this opportunity. I had the honor of assisting customers in the process of adopting the new MAE app, which provided a banking experience that was both modern and secure. Taking an active role in the development of digital banking solutions brought to light the need to remain relevant to the latest technological advancements in the sector of finance. In addition, the internship provided the chance to boost one's professional career and facilitate the development of a powerful professional network. The practical experience that I have gained has given me the necessary skills to achieve success in the banking and financial industries, in addition to providing me with a solid foundation for the future profession that I intend to pursue. A SWOT analysis of Maybank Bertam reveals that the bank excels in technology and portfolio performance, though it faces challenges such as low customer satisfaction rates and a lack of differentiation in portfolio performance. Opportunities exist in capturing affluent customers in high-class residential areas and collaborating with nearby major retailers, while threats include a competitive environment and cybersecurity risks. To address these areas, I recommend introducing AI-driven financial advice and premium mobile banking features, integrating banking kiosks and ATMs in retail locations, launching marketing campaigns to highlight successful portfolio performance, and implementing an advanced cybersecurity to relieve workforce.



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## COMPANY'S PROFILE

Established in 1960, Maybank is the leading financial services company in Malaysia and a prominent participant in the ASEAN area. It has the highest market capitalization among all companies listed on Bursa Malaysia. It has the top position among Malaysian corporations that are listed, and it is acknowledged as one of the top 200 companies in the Forbes Worldwide 2000, which is a highly esteemed ranking of major worldwide firms.

Maybank provides a wide range of financial goods and services, including both traditional and Shariah-compliant alternatives. The products include a wide range of sectors including commercial, investment, insurance, leasing, hire purchase, asset management, and online banking. Maybank's comprehensive range of services caters to the varied requirements of people and companies, strengthening its standing as a reliable institution in the financial industry.



# Maybank



## MAYBANK BERTAM

### NAME

Maybank Bertam,  
Kepala Batas

### LOCATION

Bertam Branch, 1, Lorong  
Bertam Indah 4/9, Taman  
Bertam Indah, 13200 Kepala  
Batas, Penang

### OPERATING HOURS

Monday to Friday  
9.30a.m - 4.00p.m.

