



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

PNB
Permodalan Nasional Berhad

INDUSTRIAL TRAINING REPORT MGT666

AT

ASNB

Amanah Saham Nasional Berhad
A PNB Unit Trust Company

KANGAR BRANCH

1 MARCH 2024 - 9 AUGUST 2024

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Executive Summary

This internship report concentrates on the 24-week internship I completed at the Amanah Saham Nasional Berhad (ASNB) Kangar branch. I fulfilled the condition set out by Universiti Teknologi Mara Kampus Arau by successfully completing the period from 1 March 2024 to 9 August 2024. This report highlights the expertise and understanding I acquired throughout my 24-week internship at ASNB Kangar. I had been assigned to create an industrial training report which necessitates my acquisition of knowledge on SWOT analysis via an examination of the PESTEL component pertaining to the organisation. This report contains an in-depth overview of my internship at ASNB Kangar, including information on the firm, the advantages it offered, the knowledge I acquired, the working experience I obtained, and the many talents I developed. It requires regular interaction with unitholders, and I can help them with any transaction requests they have. Except for suggesting the product to possible investors, there is a possibility that it may have other uses. The reason is that every employee is required to get a licence in order to articulate ASNB's product to a prospective investor. I have then enumerated the strengths, weaknesses, opportunities and threats facing by ASNB for analysis. I have thoroughly examined the firm data that I was able to get from staff members at ASNB, journal publications, news, PNB annual reports, branch performance reports, and my own observations. After my research, I came up with a few recommendations for maintaining, enhancing, and fixing the problems the firms are having based on supporting articles.



TABLE OF CONTENTS

01

Executive Summary

02

Acknowledgement

03

Student Profile

04

Company Profile

05

Training Reflection

06

SWOT & PESTEL Analysis

07

Recommendation

08

Conclusion

09

References

10

Appendices





امانہ ساهم ناسیونل برحد
Amanah Saham Nasional Berhad

COMPANY PROFILE

01

COMPANY
BACKGROUND

02

BOARD OF
DIRECTORS

03

ORGANIZATIONAL
STRUCTURE

04

VISION & MISSION

05

PRODUCTS AND
SERVICES OFFERED



COMPANY BACKGROUND

Amanah Saham Nasional Berhad, also known as ASNB, is a fully-owned division of Permodalan Nasional Berhad (PNB). ASNB serves as the unit trust management company of PNB, which is one of the largest fund management firms in Malaysia. ASNB, which was founded in 1979, has played an essential role in offering Malaysian citizens access to a diverse range of investment prospects, primarily through the creation of its unit trust funds. There are over 2,700 agents' branches in Malaysia, in addition to 33 branches located throughout the country.

ASNB was founded through the formation of Yayasan Pelaburan Bumiputera (YPB). YPB was founded on January 9, 1978. The primary goal of this institution is to guide and motivate Malaysian Bumiputera individuals in the corporate sector and capital market. This is in line with the New Economic Policy (NEP). Permodalan Nasional Berhad (PNB) was founded on 17 March 1978 as a financial institution and fund management firm. Its primary role is to develop investment strategies and select the most promising companies. ASNB was created on 22 May 1979 as a subsidiary of PNB with the responsibility of administering the unit trust. The primary objective of introducing the unit trust was to enhance the socio-economic standing of the Bumiputera community.