



اُنِيْوَرْسِيْٓتِيْ ٓتِيْكَنُوْلُوْجِيْ ٓمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



Permodalan Nasional Berhad

# MGT666: INDUSTRIAL TRAINING REPORT AT

## ASNB

Amanah Saham Nasional Berhad

Syarikat Unit Amanah PNB

### KANGAR BRANCH



PREPARED BY

ALIF FARHAN BIN AZHAR

2022794015

RBA242 6C

# EXECUTIVE SUMMARY

This internship at ASNB offers an incredible chance to gain real-world financial experience. I actively participated in a variety of programs and activities over my six-month training course, demonstrating a strong work ethic, adaptability, and desire to learn. Notable achievements include overcoming challenges in the work environment and effectively managing time while employed in the finance industry. This experience helped me better understand true work dynamics and equipped me for a career, particularly in finance.

I analyzed ASNB's strengths, weaknesses, opportunities, and threats for analysis purposes. I thoroughly researched the firm data that I obtained from ASNB staff members, journal articles, news, PNB annual reports, branch performance reports, and personal inspections.

Through this report, ASNB offers valuable insights into the operations and potential areas for improvement, as well as demonstrates the knowledge, expertise, and experiences they have acquired.

In conclusion, this ASNB internship was innovative. It made it possible for me to apply my academic knowledge to real-world situations, pick up the required skills, and significantly advance ongoing projects. <sup>23</sup> have no doubt that the knowledge and abilities I gained from this internship will equip me for a prosperous career in finance.

# TABLE OF CONTENTS

01

Executive Summary

06

SWOT

02

Acknowledgement

07

Recommendation

03

Student Profile

08

PESTEL

04

Company Profile

09

Conclusion

05

Training Reflection

10

References

11

Appendices



# COMPANY'S PROFILE

## Company's Background

### 4 Permodalan Nasional Berhad (PNB)



Permodalan Nasional Berhad

Permodalan Nasional Berhad (PNB) is a Malaysian investment management company headquartered at the Merdeka 118 in Jalan Tun Razak, Kuala Lumpur. One of the largest fund management companies in Malaysia, it was established on 17 March 1978 as one of the instruments of the government's New Economic Policy. In June 2023, PNB<sup>4</sup> announced that it planned to move its corporate headquarters from PNB Tower, Jalan Tun Razak where it had operated since 1985 to Merdeka 118 by the year-end.

## Amanah Saham Nasional Berhad (ASNB)



2 Amanah Saham Nasional Berhad (ASNB) is a wholly owned subsidiary company of Permodalan Nasional Berhad (PNB). ASNB was established on 22 May 1979. This company role is to manage funds launched by PNB. There are the total of 33 branches all over Malaysia and more than 2,700 agents' branches nationwide.

ASNB manages several unit trust funds, which are investment schemes allowing individuals<sup>32</sup> pool their money together to invest in a diversified portfolio of assets. Some<sup>1</sup> of the popular unit trust funds managed by ASNB are Amanah Saham Bumiputera (ASB) which aimed primarily at Bumiputera investors, offering competitive returns, Amanah Saham Malaysia (ASM) open to all Malaysians, focusing on generating consistent returns and<sup>38</sup> Amanah Saham Nasional (ASN) the first unit trust scheme introduced by ASNB.



# COMPANY'S PROFILE

## Mission

Offer a diverse array of investment options to all Malaysians, augmenting wealth accumulation and monetary stability via expertly managed and well-rounded unit trust funds.

## Vision

To be the top trust management firm in Malaysia, acknowledged for its financial inclusion and economic growth initiatives, as well as for its dedication to investor education and creative investment options.

## Objective

To enhance the economic wealth of the Bumiputera community and all Malaysians, for the prosperity of the nation. To maximize returns for its unit holders through prudent and effective investment management while maintaining a balanced approach to risk.

## Goal

1. Enhance Investor Returns: By utilizing market knowledge and investing experience, unit holders may consistently receive competitive and sustainable returns.
2. Expand Product Offerings: Provide cutting-edge investment solutions, such as sustainable and ethical investing alternatives, to meet the varied demands of various investor groups.
3. Strengthen Digital Capabilities: Invest in and enhance digital platforms to provide seamless, efficient, and accessible services to investors, particularly targeting younger, tech-savvy demographics.