



اُنِيُوَرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau

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BA240

INTERNSHIP REPORT

MAYBANK KAMUNTING

1 MARCH 2024 - 9 AUGUST 2024

Prepared For

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1.0 EXECUTIVE SUMMARY

During my impactful internship at Maybank Kamunting from March 1, 2024, to August 9, 2024, I gained a remarkable opportunity for knowledge and professional growth. As a final-year business administration (Hons.) Marketing student at UiTM Arau, Perlis, the experience offered fresh insights into effective team collaboration and communication skills.

Maybank Kamunting Branch, operational since February 6, 1995, serves the local community under the leadership of the branch manager, Mr. Khairol Hisham bin Basiron. The branch operates with a dedicated team of 18 staff members, providing a wide range of financial services. The organizational structure of Maybank Kamunting Branch facilitates efficient service delivery and operational excellence. The structure supports the bank's mission and strategic goals, ensuring that every employee contributes effectively to the overall vision.

In summary, my internship at Maybank was invaluable, complementing my academic journey by enhancing practical skills, teamwork, and communication capabilities. I am grateful for the opportunity to contribute to Maybank Kamunting success. Besides, in this paper also outlines the SWOT analysis which consists of strengths, weaknesses, opportunities and threats of Maybank Kamunting in accordance of what has been observed. All the data and evidence have been gathered from the company and through relevant resources such as journals and articles. Through this paper, I also highlight the idea on what can be done by the company to improve their business as I will underlying potential recommendations.

3.0 COMPANY’S PROFILE

3.1 BACKGROUND OF THE COMPANY

Maybank, officially known as Malayan Banking Berhad, was established on May 31, 1960, making it the first local bank in Malaysia. Prior to its establishment, foreign banks primarily served large multinational companies involved in international trade, leaving indigenous enterprises and small local businesses with limited access to banking facilities. On September 12, 1960, Maybank opened its doors for the first time in Kuala Lumpur, occupying a corner shop in Jalan H S Lee. This marked the beginning of Maybank's journey as the first homegrown bank to serve Malaysian society, addressing the need for accessible banking services for local businesses and individuals. Since its inception, Maybank has grown to become the largest bank by assets in Malaysia and the fourth largest in Southeast Asia. The bank has expanded its presence to 20 countries and employs nearly 50,000 people. Maybank's establishment marked a significant milestone in Malaysia's banking history, providing a platform for financial inclusion and empowerment of local communities.

3.1.1 BACKGROUND OF THE BRANCH

DETAILS	ELABORATION
Name of the Branch	Maybank Kamunting Branch
Address	Kamunting Branch 1-3, Jalan Medan Saujana, Taman Medan Saujana, 34600 Kamunting, Perak
Operation Hour	Monday - Friday 9:30 am - 4 pm
Date of Establishment	February 6, 1995
Total Number of Staff	18

3.1.2 LOGO



A massive contemporary title case font with rounded, airy character shapes serves as the principal representation of Maybank. It is set in a progressive sans-serif typeface. The typefaces that most closely resemble the one used in this logo are Phoenica Std Bold or Aeonis Pro Heavy with minor changes to the letter outlines. The Maybank visual identity's color palette, which consists of a rich shade of yellow and black, is vibrant and forceful. This contrast gives the brand an impression of strength and stability while generating a sense of motion and vitality. The logo's colour scheme distinguishes the bank from its competitors. The font used for the Maybank logo is bold sans serif and resembles FF Dax Wide Extrabold. The existence of the oddly curled components on the "a's," "b's," and "n" is one of its distinguishing characteristics. In general, the new font appears more modern than the previous one.