

ASNB



INDUSTRIAL TRAINING REPORT

AMANAHA SAHAM NASIONAL BERHAD

3 MARCH 2025 - 15 AUGUST 2025

Amanah Saham Nasional Berhad
Syarikat Unit Amanah PNB

PREPARED BY:

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Executive Summary

Industrial training is one of the requirements for the Bachelor of Business Administration (Hons.) Finance programmed at Universiti Teknologi Mara (UiTM). I finished a 24-week internship at Amanah Saham Nasional Berhad (ASNB) Bukit Baru Melaka, from 3rd March 2025 until 15th August 2025. I was assigned to the Sales Department during my internship, which was really helpful to me because it let me develop my communication skills and learn new things.

Completing my industrial training at ASNB, an investment firm that manages a fund established by Permodalan Nasional Berhad (PNB), is a great honor. I now have a better awareness of national investment plans and a greater respect for the significance of prudent fund management since I work under a firm that significantly contributes to financial literacy and economic growth.

The experiences I have gained throughout my internship at the company will help me acquire a better career once I graduate. I can better evaluate ASNB's strengths, weaknesses, opportunities, and threats by using SWOT analysis. I have provided some recommendations that will help them in addressing the weakness that I discovered throughout my internship period.

1.0 Acknowledgement

This acknowledgement represents my mutual appreciation for the guidance, cooperation, and opportunities that contributed to the success and enjoyment of this report. First of all, I want to thank Allah and His blessing for allowing me to finish this internship report. I thank God for giving me the strength, opportunity, and challenges to complete the report. I am delighted to express my sincere gratitude to the Faculty of Business and Administration for providing me with the opportunity to use my skills through this internship programmed.

First and foremost, I want to express deep appreciation to my supervisor, Puan Norain Binti Ibrahim, also known as the Assistant Branch Manager of ASNB Melaka, and Branch Manager En Rozaimi Md Yusuf for their ongoing support and guidance in finishing this report. Their positive feedback, valuable comments, and patience have been important in making and strengthening this report. I am extremely thankful for the opportunity to gain knowledge under their guidance. I want to express my gratitude to all staff for their advice and support throughout my internship. Their readiness to lend me their time, knowledge, and experience is incredibly helpful for me in finishing my assignment. I want to sincerely thank Miss Jolin Norshyme Binti Hashim, my internship advisor, for her continuous encouragement, support, along with guidance during my industrial training. Her insightful observations, helpful criticism, and willingness to share information have made a significant contribution to the completion of my learning experience.

Besides that, I want to express my appreciation to my friends and colleagues for their morals support in completing tasks I had never done before, for their innovative brainstorming sessions, and for their inspiring discussions when I was writing this report. The bond that has developed as a result of our shared interest and sense of community is something I am thankful for. Lastly, I want to express my gratitude to my family for their unwavering support, motivation, and understanding during this academic adventure. I can never express how much I appreciate their support, love, patience, and confidence in my skills for everything I have accomplished.

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