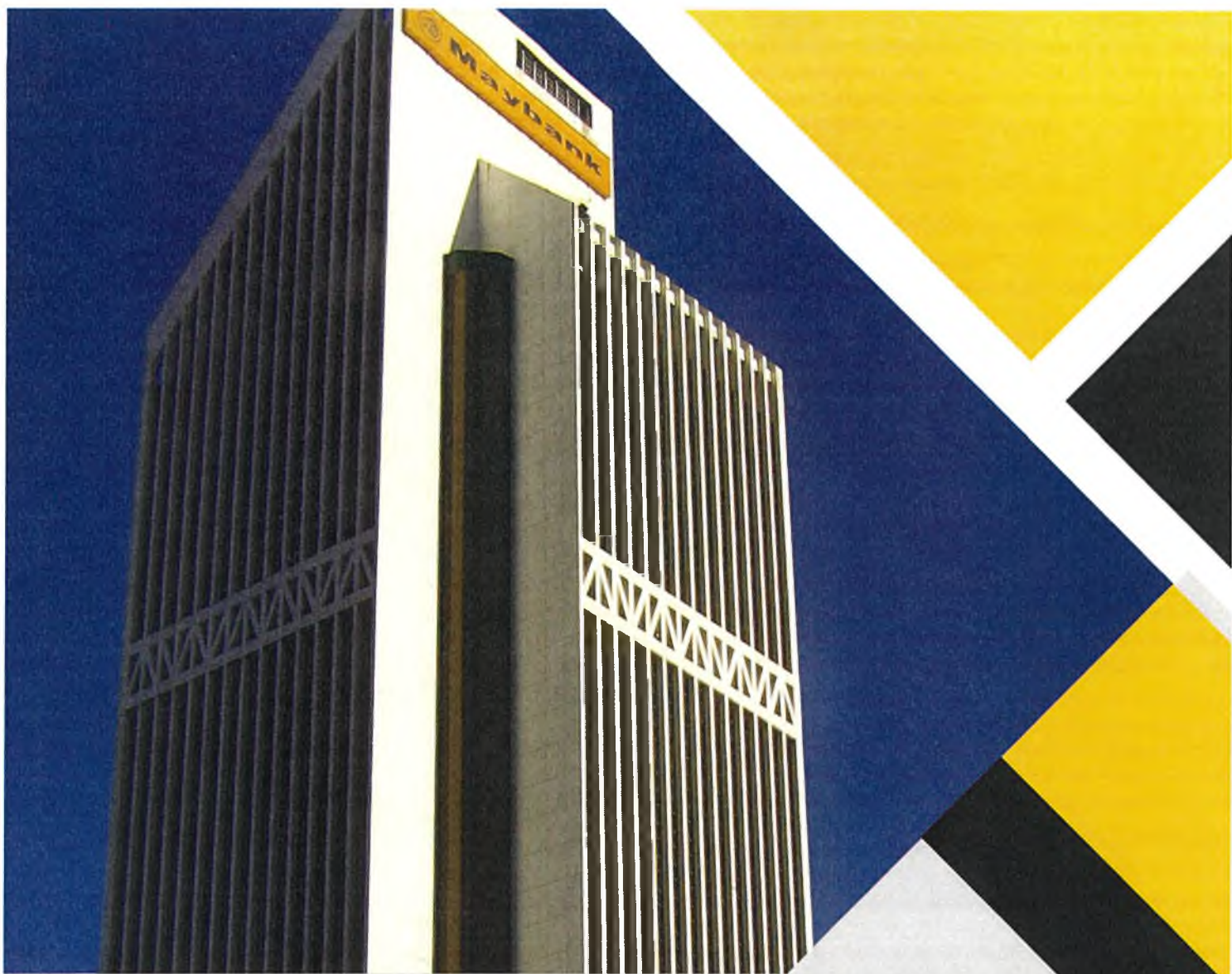




INDUSTRIAL TRAINING REPORT

MAYBANK RAHANG

PREPARED BY:

NUR SYAZWANNIE HUMAIRA BINTI SAMSERI
2022490432 (BA242 6A)

SUBMITTED TO: PN NOOR AFFEEDA BINTI RAMLI

SURAT KEBENARAN

Tarikh : 18 / 4 / 2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Tuan/Puan

Maklumbalas (/)



Setuju



Tidak Bersetuju

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UTM

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UTM.

Nama Pelajar	NUR SYAZWANNIE HUMAIRA BT SAMCERI		
No. Matriks	2022490432	Nama Program	KEWANGAN
Tajuk Laporan	INDUSTRIAL REPORT	Nama Syarikat	MAYBANK

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



.....
Nama Pegawai :
Jawatan : LATIFAH MOHD ASHAARI (058020)
No. Tel. : Branch Manager
No. Faks :



Cop jabatan/organisasi:

EXECUTIVE SUMMARY

This report gives an overview of my six months industrial training at Malayan Banking Berhad (Maybank), Rahang Branch, conducted from 3 March 2025 to 15 August 2025. The internship was both an academic requirement and a real-world exposure in the banking industry in the Sales and Operations Department. Among my responsibilities were greeting customers, helping in the processing of ASB loans, and supporting credit card promotions. I also took part as a representative of Maybank Rahang in two official outreach programs for account opening.

During the training, I recorded significant milestones such as RM600,000 worth of ASB loan sales in one day and consistent referral leads worth at least RM10,000 a day. The report outlines the skills and knowledge I acquired—from customer service and documentation procedures to marketing and teamwork. The report also contains a comprehensive review of Maybank's company profile, organizational chart, and its wide array of financial products.

Additionally, the report incorporates the SWOT analysis of Maybank Rahang Branch, including its strengths in brand image and digitalization as well as internal weaknesses such as physical space limitations and disruption of services. Opportunities such as financial literacy initiatives for the community and SME support are taken into consideration alongside external threats such as digital bank competition and cyber attack breaches.

The internship provided a sound base for my future career development, with hands-on experience, professional growth, and exposure to the business operations of Malaysia's leading financial services group.

ACKNOWLEDGEMENT

First and foremost, I would like to extend my sincere appreciation to my academic advisor, Puan Noor Affeeda binti Ramli, from Universiti Teknologi MARA (UiTM), for her continuous guidance, advice, and encouragement throughout the course of my internship and the preparation of this report. Her valuable support and constructive feedback have been instrumental in completing this training successfully.

My deepest gratitude also goes to the management and staff of Maybank Rahang for giving me the opportunity to undergo my industrial training at their branch. I am truly thankful for the knowledge, skills, and experience I have gained during this internship, which have greatly contributed to my personal and professional growth.

Last but not least, I would like to thank my beloved family and friends, especially my parents, for their endless prayers, support, and encouragement throughout my journey. With the support and guidance of all these parties, I have managed to complete my industrial training successfully.



TABLE OF CONTENT

1

1.0 PRELIMINARY PAGES

1.1 Executive summary

1.2 Table of contents

1.3 Acknowledgement

2

2.0 STUDENT'S PROFILE

3

3.0 COMPANY'S PROFILE

4

4.0 TRAINING'S REFLECTION

5

5.0 SWOT ANALYSIS

6

6.0 DISCUSSION & RECOMMENDATIONS

7

7.0 CONCLUSION

8

8.0 REFERENCES

9

9.0 APPENDICES