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UNIVERSITI
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Fakulti
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INDUSTRIAL TRAINING REPORT MGT666

03 March 2025 - 15 August 2025

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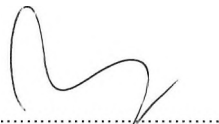
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EXECUTIVE SUMMARY

I am a third-year student of the Bachelor of Business Administration (Hons.) Marketing course. In accordance with the requirements for completing my studies, I underwent my industrial training with Amanah Saham Nasional Berhad (ASNB) Segamat for 24 weeks, from 3 March 2025 to 15 August 2025. During the internship, I was placed under the Operations and Sales & Marketing departments, where I experienced the opportunity to apply theoretical learning acquired in a practical working environment, gain skills, and attain useful exposure to the operations of a major financial institution.

This report is prepared to describe my industrial training experience and to conduct an analysis based on the SWOT (Strengths, Weaknesses, Opportunities, and Threats) method. The report reflects the strengths and weaknesses of ASNB Segamat, opportunities that are present, as well as external threats that can impact the company. Besides the SWOT analysis, the report also includes my company background, student profile, training reflection, discussion, recommendations, and conclusion, giving a general overview of my internship experience.

Generally, this industrial training has provided me with an insight into how a financial services company like ASNB operates its business, especially in the area of marketing and operations. Through this 24-week experience, knowledge, and skills, I am better equipped for my future career. The recommendations that follow in this report attempt to provide recommendations to ASNB Segamat on how it can further improve its services and marketing strategies in the future.



ACKNOWLEDGEMENT

First and foremost, I would like to express my sincerest gratitude to Amanah Saham Nasional Berhad (ASNB) Segamat for granting me with the invaluable opportunity to conduct my industrial training at their branch. I am sincerely grateful to all staff members of ASNB Segamat for guiding me, supporting me, and their willingness to share their knowledge and experience throughout my 24-week internship. The experience that I experienced has been extremely meaningful and contributed significantly towards my personal and professional growth.

I would also like to convey my deepest appreciation to my faculty advisor, Miss Siti Hasziani Ahmad, for her constant direction, encouragement, and guidance throughout my industrial training. Her constructive advice and feedback have been incredibly helpful towards the successful completion of this report.

My greatest gratitude also goes to my loving parents for their unwavering support, prayers, and motivation throughout the course of my industrial training. Their belief and trust in me have been my greatest source of inspiration in overcoming obstacles and achieving my goals.

Lastly, I am truly thankful to my friends and classmates who have never failed to be around to offer ideas, support me, and offer a helping hand throughout this period. Their teachings of teamwork and friendship have made this experience and enriched it.

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