

ASNBNB



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

PNB

INDUSTRIAL TRAINING REPORT AT AMANAH SAHAM NASIONAL BERHAD

3rd March 2025 – 15th August 2025

UNIVERSITI TEKNOLOGI MARA (UiTM)

KAMPUS BANDARAYA MELAKA

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

NAME	STUDENT ID	PROGRAM
MUHAMMAD DANI FIRDAUS BIN MOHAMED NOOR	2022868358	BA240

SURAT KEBENARAN

Tarikh 15 Ogos, 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 UiTM.

Nama Pelajar	MUHAMMAD DANI FIRDAUS BIN MOHAMED NOOR		
No. Matriks	2022868358	Nama Program	BA240
Tajuk Laporan	LAPORAN LATIHAN INDUSTRI	Nama Syarikat	AMANAH SAHAM NASIONAL BERHAD

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 : Salina binti Mohd Salleh
Jawatan : Naib Presiden
No. Tel. :
No. Faks : 0326394519;ext=4519

Cop jabatan/organisasi:

Salina binti Mohd Salleh
Vice President
Marketing & Branding
Amanah Saham Nasional Berhad

EXECUTIVE SUMMARY

My six months of industrial training at Amanah Saham Nasional Berhad (ASNB) have been a fulfilling and life-changing experience that has helped me close the knowledge gap between classroom instruction and real-world experience. I worked in the Marketing & Branding Department at ASNB's headquarters, which is situated at Menara Merdeka 118 in Kuala Lumpur, from March 3, 2025, to August 15, 2025. My supervisor, Puan Salina Mohd Salleh, helped me get practical experience in handling e-certificates, creating digital campaign materials, managing webinar logistics, and assisting with national financial literacy campaigns.

Starting with an introduction to the organization's profile, which includes its vision, mission, and services, this report provides a thorough summary of my internship experience. It then delves into a thorough analysis of my duties, obligations, and the abilities I developed during the training session. Using the PESTEL framework for greater strategic insight, a SWOT analysis is incorporated to evaluate the company's external opportunities and threats in addition to its internal strengths and weaknesses.

Starting with an introduction to the organization's profile, which includes its vision, mission, and services, this report provides a thorough summary of my internship experience. It then delves into a thorough analysis of my duties, obligations, and the abilities I developed during the training session. Using the PESTEL framework for greater strategic insight, a SWOT analysis is incorporated to evaluate the company's external opportunities and threats in addition to its internal strengths and weaknesses.

In summary, this internship has given me critical soft skills like problem-solving, time management, and teamwork in addition to technical knowledge and industry insights. It has strengthened my desire to work in marketing in the future, particularly in fields like brand strategy and digital communication. I am appreciative of the chance to work with and learn from a reputable company like ASNB, and I proudly and confidently apply these lessons going forward.

1.0 ACKNOWLEDGEMENT

First and foremost, I would like to express my heartfelt gratitude to Amanah Saham Nasional Berhad (ASNB) for granting me the opportunity to complete my industrial training within its esteemed organization. This six-month journey has been a valuable learning experience that enabled me to apply theoretical knowledge to real workplace situations. I am truly honored to have been part of the Marketing & Branding Department, where I was given meaningful tasks and exposure to professional working environments.

I would especially like to thank my supervisor, Puan Salina Mohd Salleh, for her patience, guidance, and continuous support throughout my training period. Her mentorship not only helped me complete my daily responsibilities effectively but also encouraged me to step out of my comfort zone and take on more challenging roles. I am thankful for the knowledge, advice, and professional insights she shared with me along the way.

My sincere appreciation also goes to the entire Marketing & Branding team at ASNB, who welcomed me warmly and made me feel like part of the organization. Their openness in sharing knowledge and offering assistance allowed me to grow both personally and professionally. I gained valuable exposure to campaign management, digital tools, and the importance of collaboration, all of which I believe will benefit me in my future career path.

Finally, I would like to thank my lecturers and faculty advisor at Universiti Teknologi MARA (UiTM) for their academic support and encouragement. I am also deeply grateful to my family and close friends for being my emotional support system throughout the internship. Their motivation gave me strength during challenging days and inspired me to stay committed until the end of this meaningful experience.

Table of Contents

1.0 ACKNOWLEDGEMENT	4
2.0 STUDENT'S PROFILE	5
3.0 COMPANY'S PROFILE	6
3.1 ORGANIZATIONAL STRUCTURE	9
3.2 ORGANIZATIONAL STRUCTURE	9
5.0 SWOT ANALYSIS	11
5.1 STRENGTHS	11
5.2 WEAKNESSES	14
5.3 OPPORTUNITIES	17
5.4 THREATS	19
6.0 DISCUSSION & RECOMMENDATION	20
6.1 STRENGTHS	20
6.2 WEAKNESSES	21
5.3 OPPORTUNITIES	22
5.4 THREATS	22
7.0 CONCLUSION	23
8.0 REFERENCES	25
9.0 APPENDICES	27