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**BA273 - BACHELOR OF BUSINESS IN HUMAN RESOURCE
MANAGEMENT (HONOURS)**

HRM666 – HR INTERNSHIP

**INDUSTRIAL TRAINING REPORT:
AMANAH SAHAM NASIONAL BERHAD (ASNB)
(22 SEPTEMBER 2026 – 6 MARCH 2026)**

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EXECUTIVE SUMMARY

This industrial training report summarises my twenty-four-week internship experience at Amanah Saham Nasional Berhad (ASNB), Seremban Branch, from 22 September 2025 to 6 March 2026, which was carried out to fulfil the requirements of the Bachelor Of Business In Human Resource Management (Honours) programme at Universiti Teknologi MARA (UiTM). The purpose of this internship was to gain experience in the real working environment and to apply what I learned during my studies in a real working environment.

During my internship, I was assigned to the Operations and Customer Service department as well as the Administration and Support Services department. My responsibilities and tasks included assisting with account registration, supporting subscription and redemption transactions, handling customer enquiries and other administrative tasks. Through these tasks, I was able to gain valuable skills such as communication skills, teamwork, problem-solving, time management and adaptability, as well as gain hands-on experience in customer service operations, unit trust management processes and daily branch operations.

This report also includes a SWOT analysis based on my internship observations. ASNB's strengths is its strong reputation and credibility, as well as its integration of digital and physical service channels. ASNB's weaknesses include inadequacy of fixed price units for non-Bumiputera investors and frequent malfunctions of self-service kiosks. Opportunities were also identified such as the potential to increase awareness and adoption of the myASNB application and the increasing demand of the estate planning and wealth management services. At the same time, ASNB is facing threats which are increasing competition from banks, fintech platforms and private investment platform and declining investor retention due to lower dividend returns. Relevant recommendations have been proposed to solve these challenges and to protect the sustainability of ASNB.

Overall, this internship provided valuable information about the unit trust management process, operations in the customer service, as well as organizational practices in the financial services industry. It has been an opportunity that has contributed significantly to my knowledge about how businesses work and how to deal with customers and thus has improved my personal and professional growth. In addition, such experience has provided me with direction into potential future career of a human resource management professional in the financial sector.

ACKNOWLEDGEMENT

Alhamdulillah, all praise and gratitude be to the Almighty for His endless blessings and guidance, which have enabled me to complete this final internship report successfully. I would like to express my deepest gratitude and true appreciation to all those who have helped, directly or indirectly to the successful completion of my industrial training and preparation of this internship report.

To begin with, I am deeply grateful to Amanah Saham Nasional Berhad (ASNB) Seremban to have been able to afford me a chance to have an industrial training in the organization. This internship has given me a good exposure to working in professional environment as well as enabling me to apply the theoretical knowledge I have learnt in my studies to the actual working environment.

I would like to express my special appreciation to my supervisor, Encik Nazrul Azuwan for his continuous guidance, supervision, support and patience throughout my internship period. His willingness to share his knowledge, give clear instructions has helped me enhanced my learning and professional development. I could gain practical experience and develop my skills under his supervision and gain a better understanding of the roles and work culture in the organization.

I am also deeply grateful to my internship advisor, Madam Norida binti Abu Bakar who helped me through the internship period, provided guidance, advice, encouragement and constructive comments on the writing of this report. Her advice and academic guidance played a very important role in ensuring that this report meets the required standard and purpose of the industrial training program.

Moreover, I would like to thank everyone working at ASNB Seremban, who managed to cooperate, help and their kindness during my internship period. The positive working environment was established by their support and willing to help, hence improving my learning experience during the internship. Lastly, I would like to express my heartfelt thanks to my family and friends for their continuous encouragement, understanding, and moral support throughout my internship period. Their motivation and support were very important in helping me successfully complete the industrial training and this report.

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