



اَبُو سَيِّدِي تَتَكُونُ لِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL  
BUSINESS

# INDUSTRIAL TRAINING REPORT AT CGS-CIMB SECURITIES SDN. BHD.

1 March 2023 – 15 August 2023



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# **EXECUTIVE SUMMARY**

This report explains the summarization throughout a 6-month of internship at CGS-CIMB Securities Sdn. Bhd. CGS-CIMB Securities is one of the top integrated financial service providers in Asia. China Galaxy International Financial Holdings Limited, a fully owned subsidiary of China Galaxy Securities Co. Ltd., and CIMB Group Sdn Bhd are partners in a 75-25 joint venture. This report contains the student's profile, company's profile, training reflection, the company SWOT analysis, discussion, recommendations and conclusion. This report focuses on the PESTEL analysis framework aspects that are relevant to CGS-CIMB Securities in order to determine its Strength, Weakness, Opportunity and Threat (SWOT).

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## 1.0 ACKNOWLEDGEMENT

First and foremost, It is always a pleasure to be able to gain experiences in doing internship in CGS-CIMB Securities Sdn Bhd. I sincerely thank for my supervisor, Munirah A. Aziz for her guidance to uphold my internship as well as communication and organizational skills in handling the retail business services department. A paper is not enough for me to convey the support that I have received from her for all the work that I did.

Besides that, I would also like to thank all the staffs in CGS-CIMB Securities Sdn Bhd who also had helped me throughout my internship period and for allowing me to have my training in CGS-CIMB.

Not to forget, my advisor, Dr. Nor Azmawati for being a good and thoughtful advisor in allowing me to get this report done and also giving prompt replies for my uncertainties during my internship. Without her guidance, I would not be able to successfully get my reports and presentation done.

Lastly, I will not forget the support from my family for them to allow and encouraging me to do my training in CGS-CIMB Securities Sdn Bhd.

## 2.0 STUDENT'S PROFILE

### 2.1 UPDATED RESUME

# NADIRA ANIS NAFISA BT MOHAMMAD ISAMLEE

#### Profile Summary

Recent University graduate with a passion for international business and business analytics. Seeking to acquire the appropriate knowledge in critical thinking, problem solving and communication skills.

#### Skills

- Project Management
- Communication Skills
- Application Software
- Programming Language
- Digital Marketing
- Organizational Skills

#### Expertise

- Dev C++
- Adobe
- Microsoft Office
- Business Analytics
- Data Entry

#### Language

Malay   
English 

#### Work Experience

- 2019 IT Assistant | Nilai Municipal Council
- 2020 Assistant, Credit (Grade S1) | RCE Marketing Sdn Bhd
- 2023 Retail Business Support | CGS-CIMB Securities Sdn Bhd

#### Education

- 2016 ST DAVID'S HIGH SCHOOL MELAKA  
Sijil Pelajaran Malaysia
- 2017-2019 UITM KAMPUS JASIN  
Diploma in Computer Science & Mathematics
- 2020-2023 UITM KAMPUS BANDARAYA MELAKA  
Degree in International Business

#### Extra Curricular Activities

- 2015 Participated in Netball  
Netball Sports Club in ST David's High School
- 2017 Build-it Competition  
Robotics Club in UiTM Jasin
- 2017 AJK Bendahari for Seminar Formula Pelajar  
Cemerlang Dr Shukri Abdullah  
Robotics Club in UiTM Jasin
- 2019 Challenge Your Skills  
Robotics Club in UiTM Jasin

#### Achievements

- Dean's List Award
- Diploma Semester 1 | GPA : 3.63
- Degree Semester 1 | GPA : 3.67
- Degree Semester 2 | GPA : 3.65
- Degree Semester 4 | GPA : 3.67

Figure 1: Resume

### 3.0 COMPANY'S PROFILE

#### 3.1 NAME, LOCATION, BACKGROUND



On June 6, 2017, CIMB Group Holdings Berhad ("CIMB" or "the Group") and China Galaxy Securities Co. Ltd. ("China Galaxy Securities Group") announced that they had formalised their strategic alliance across CIMB's stockbroking business by signing a share purchase agreement through their respective wholly-owned subsidiaries, CIMB Group Sdn Bhd and China Galaxy International Financial Holdings Limited ("CGI").

The company, which primarily focuses on providing educational research analysis on financial goods such as Islamic Stockbroking, eIPO, Futures, and more, has established a presence in more than 20 countries worldwide. The following fall under these categories, institutional equity, derivatives, prime services, retail broking, equity research, wealth management, and online broking.

The corporate office is located at Menara Aras Raya, Jalan Raja Laut in Kuala Lumpur. It is operated at 9:00AM until 5:00PM and closed on weekends.

CGS-CIMB has several branches in Central Region, Northern Region, East Coast Region, East Malaysia and Southern. With over 800 stocks in the area, it has one of the most thorough study coverages thanks to an award-winning research team. The core of the product and service offerings is a strong research capability that connects customers to opportunities.

## 3.2 VISION, MISSION, OBJECTIVE, GOALS

### **Vision**

CGS-CIMB aims to be a leading and trusted financial services group in Asia.

### **Mission**

Connecting people, creating value.

We create value for investors through our extensive suite of financial services and solutions built with a deep understanding of Asia.

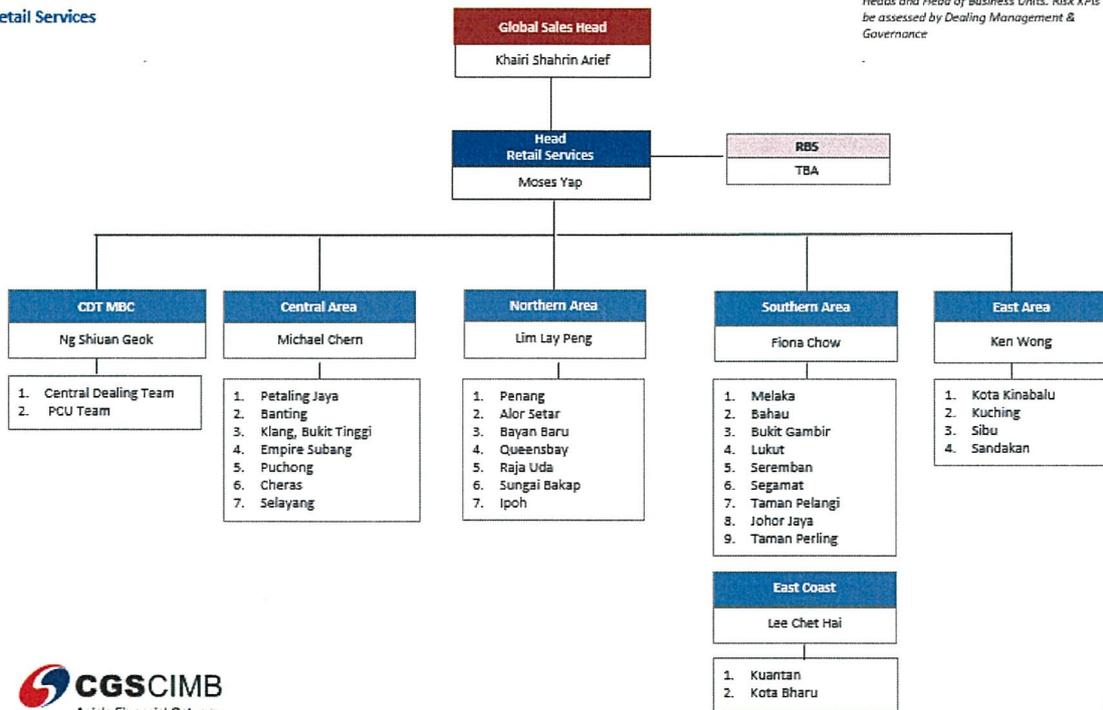
### **Objectives**

To focus on value creation for clients, offering a suite of investment and financial solutions for retail and institutional clients.

### 3.3 ORGANIZATIONAL STRUCTURE

Malaysia  
Global Sales  
Retail Services

*\*Note: Risk KPIs to be incorporated for Area Heads and Head of Business Units. Risk KPIs to be assessed by Dealing Management & Governance*



Strictly Private & Confidential

2

Figure 2: Organizational Structure

### 3.4 PRODUCTS OR SERVICES

- Share Trading

Potential capital gains and dividend pay-outs are advantageous to investors.

- Islamic Stockbroking

Trading in assets that are compliant with Shariah and that have been authorised by the assets Commission's Shariah Advisory Council takes place through the Islamic Stockbroking (Window Services) ("ISB-W") account.

- Shariah-Compliant Futures

Through a Shariah-Compliant Futures Account, traders can trade futures contracts that are compliant with Islamic law. The CGS-CIMB Shariah Advisor has concurred that certain foreign products traded on the Specified Exchange should be recognised as Foreign Shariah-Complaint futures contracts because they meet similar criteria, such as the potential for physical delivery and the ability to trade non-ribawi items.

- Margin Lite-i

With greater flexibility to fulfil the investment demands, a short-term Islamic margin loan enables to settle the outstanding purchase at any moment with several tiers of profit rates. From T+2 onward, a profit rate will be applied on the unresolved contract.

- Exchange Traded Funds

On a stock exchange, open-ended investment funds are listed and exchanged. Exchange Traded Funds gives the access to a variety of marketplaces and asset classes and it duplicate, match and track to an underlying asset's or index's performance. The price and performance are based on the underlying asset's value as well as the index it is monitoring.

- Contracts for Differences (CFD)

Agreements between two parties whereby the difference between the opening and closing prices of the contract, multiplied by the number of underlying stocks specified in the contract, is to be exchanged at the contract's close.

- Futures Trading

Financial tools known as derivatives are utilised to control one's exposure to the volatile markets of today.

- Global Futures

A range of futures products from international exchanges were available.

- Share Margin Financing

A standby, revolving credit facility that gives secured collaterals a boost during trading, subscription, or securities purchases.

- Margin Lite

A trading facility that gives more flexibility to satisfy one's investing needs. It provides the comfort of hassle-free trade settlement and flexible repayment, increasing the investment power by up to 2.8 times.

- Trade Beyond

Offers an online share trading platform with reasonable brokerage fees and it does not require a minimum deposit.

- Islamic Share Margin Financing (SMF-i)

The CGS-CIMB Islamic stock brokerage window's services are improved by the Islamic financial instrument. It is a substitute for the CGS-CIMB Conventional Share Margin Financing that is made specifically for customers that like trading Islamic securities. Shares are exchanged on securities listed on Bursa Malaysia Securities Berhad that follow the legislation, making it a shariah-compliant leverage product.

## 4.0 TRAINING'S REFLECTION

### 4.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME

The duration of the internship was 6 months as per university's conditions, which started on 1<sup>st</sup> March 2023 and ended on 15<sup>th</sup> August 2023. The business operating hours for CGS-CIMB is 9:00am until 5:00pm and the students had to work physically which the working hours is 9 hours starting from 8:30am until 5:30pm. The business runs on weekdays.

### 4.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS

The job requires students to work at the branch office which is located at Tropicana City Branch, Petaling Jaya. The department the students were assigned was Retail Business Support. The tasks that were carried out in the department were responding to emails, handling documentations such like clients' documents, prepared minute of meeting, managing the consignment forms and other related documents.

Besides that, students were brought up by supervisor to meet up with clients in managing processes such like updating the clients' signature, opening a trading account, transferring the shares and closing accounts. This department also assisted in managing the office's equipment and handled the office's inventories. Moreover, assisted staffs regarding on duties requested.

Routine tasks such as handling the change of dealer forms and email it to the existing dealers for approval and withdraw the account if they reject.

#### 4.3 GAINS: INTRINSIC & EXTRINSIC BENEFITS

Students gained intrinsic and extrinsic benefits throughout the internship. For extrinsic benefits, the benefits of working at CGS-CIMB is that the students were given an allowance of RM700. The company provided a comfortable working place such as equipped with air conditioning, updated computer software and clean office. Intrinsic benefits, on the other hand, includes the pleasant feeling of the students to be able to succeed the organization objectives. When students take pride in their work, they would be driven to work hard and deliver high-quality results.

Besides that, the feelings of respect from supervisor and other employees and felt like students are being part of the team. In terms of social activities such like company annual dinner, company Hari Raya open house and an event collaboration with UMT University and through that, students were able to feel the enjoyment and to create positive relationship with one and another. Apart from that, students became independent in accomplishing the daily tasks and gain professional knowledge and skills in handling new tasks. Communication skills and written skills were also improved during the internship.

## 5.0 SWOT ANALYSIS

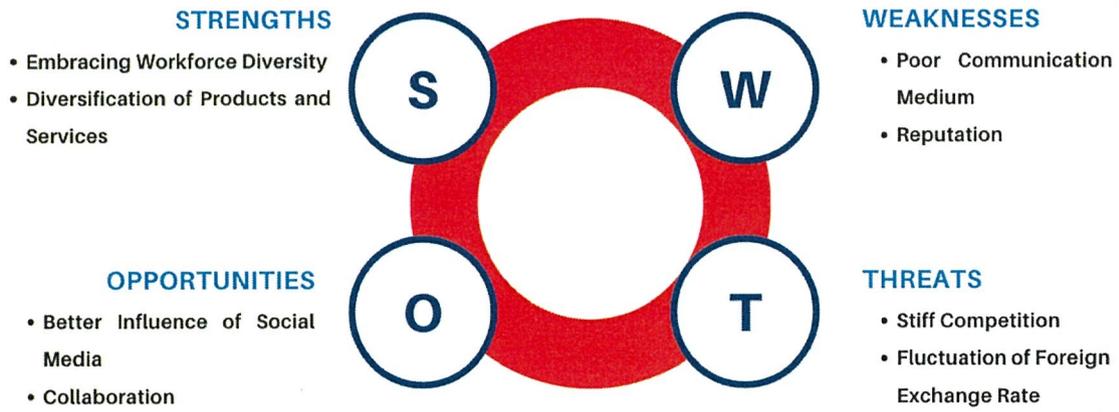


Figure 3: SWOT Analysis

## 6.0 DISCUSSION & RECOMMENDATION

### **Strengths**

#### **Embracing Workforce Diversity**

The term "workforce diversity" was first used in the 1990s, and it was inspired by socioeconomic trends that altered the quantity and makeup of the workforces of organizations (Roberson, 2019). The CGS-CIMB places a lot of stock in the diversity of its employees, which has contributed to the company's growth throughout the years. They appreciate and enthusiastically accept variety. The diverse culture and background produce a plethora of skills, abilities, and viewpoints that CGS-CIMB may draw upon to develop and learn.

CGS-CIMB can sustain this diversity by fostering an inclusive workplace atmosphere. Employees are more likely to stick with a company and contribute to its success if they feel appreciated and included. Besides that, hosting a diversity celebration and respect each employee's efforts (Kiradoo, 2022). Finally, CGS-CIMB need to assess and track their success in creating a diverse workforce. Monitoring demographic data, such as the presence of different racial and ethnic groups in the workforce and in positions of authority, is necessary to achieve this. To make sure that workers feel valued and included, it also entails tracking employee satisfaction and engagement.

#### **Diversification of Products and Services**

CGS-CIMB offers a variety of financial products and services. As part of the partnership, China Galaxy Securities Group, one of the biggest Chinese securities firms, and CIMB, a leading ASEAN universal bank, will each own 50 percent of CIMB Securities International Pte Ltd. ("CSI"), the holding company of CIMB's former Malaysian stockbroking business, which includes institutional and retail brokerage, equities research, and related securities businesses ("stockbroking business") in Indonesia, Singapore, Thailand, Hong Kong, South Korea, and other countries. In

terms of products, CGS-CIMB offers domestic and international shares, futures and contracts for difference, equity derivatives, and not to mention its nascent fund management, a special mix that promotes cross-selling (CGS-CIMB, 2022).

In order to maintain the diversification of their products and services, it is recommended for the company to maintain contact with clients and expand their products to make it more ESG-centric. ESG research is a further resource for educating consumers on how to choose high-quality items. Besides that, ESG aims to make a company's actions and their outcomes measurable in contrast to CSR, which puts pressure on a firm to be accountable for its actions, so that investors may make wise investment decisions (Dai & Tang, 2022).

## **Weaknesses**

### **Poor Communication Medium**

The weaknesses that CGS-CIMB faced is the lack of communication between employers and employees and management and employees. CGS-CIMB tends to face misunderstanding which caused a breakdown in the workplace due to ineffective communication between management and staff, especially through emails or messages. Campbell, Campbell-Phillips, and Phillips (2020) explained that due to the opportunity for people to express their various points of view, communication promotes balance in the workplace. Planning and managing an organization's resources in order to achieve its goals requires effective communication.

There should be a defined communication code in place between management and staff to enable effective communication in the workplace. Typically, talking it out is the best way to resolve a conflict with a coworker. By speaking with people and bringing up difficulties, one should be able to figure out how the communication gap came about. Communication depends on paying attention to what the other person is saying. As a result, it is imperative to organize regular meetings in order to give everyone an opportunity to express their thoughts (Campbell et al., 2020).

## **Reputation**

As observed, CGS-CIMB has yet being known by most investors. Even if CGS-CIMB provides their clients with special products or services, most investors are not yet aware the name of CGS-CIMB. Therefore, there are still plenty of people that unaware the existence of CGS-CIMB and its offerings. As to take from observation, most people only recognize CIMB Bank and not CGS-CIMB Securities and it raises questions on what CGS-CIMB stands for and its functions.

Hence to make CGS-CIMB more recognizable and known by investors, the company should regularly join an investment fair. By that, the company will be able to promote and even attract clients to invest with them. Based on Rabel (2023), on face-to-face event time, CGS-CIMB are able to speak with the clients face-to-face and gain their input.

## **Opportunities**

### **Better Influence of Social Media**

Nowadays, technological evolution of social media has evolving. Important information, any advertising and notice can be share and engage through social media. Therefore, social media has a very large market potential and how it is now a simple tool for online communication between customers and businesses as well as between customers all over the world at any time (Syaifullah et al., 2021). In addition, Puspaningrum (2020) stated that to make it simpler for customers to learn about a company's products, social media marketing helps businesses build customer trust and brand loyalty.

CGS-CIMB can utilize big data analytics to glean insights from social media activity and posts that may help them understand users' interests, behaviors, and habits almost instantly. Businesses emphasize making both corporate and personal connections with their customers and they asserted that by showcasing various facets of the bank, social media marketing can help any investment bank institution build trust with its clientele (Akhter et al., 2021).

## **Collaboration**

Many businesses are looking at collaboration in the current economic climate because it offers opportunities to save costs and increase efficiency. A memorandum of agreement was signed between Airasia Super App under Capital A (formerly known as AirAsia Group) and CGS-CIMB Securities Sdn Bhd to work together to make equity trading and investing more accessible and inexpensive for everyone, including non-investors. Airasia Super App and CGS-CIMB Securities announced that they will combine their respective strengths to democratize capital market offerings for the masses by making them accessible, affordable, and digitally inclusive. Both companies have a track record of offering goods and services that Southeast Asian customers can trust. The joint venture is in line with Securities Commission Malaysia's Capital Market Masterplan 3 and has the objective of empowering investors to create a better future by providing superior investment guidance and technologically advanced capabilities to satisfy quickly changing client needs (Mardhiah, 2022).

With this collaboration, potentially it is possible for most people to purchase shares. The joint venture will likely do better than any revenue projection as a result, and it is making an effort to catch up to cryptocurrencies so that everyone can invest in all the increasing coins rather than just a small number of assets. With an accessible and user-friendly platform, it offers those who would otherwise be left behind financial opportunities (Digital News Asia, 2022).

## **Threats**

### **Stiff Competition**

CGS-CIMB has a stiff competition with other investing companies. For instance, AmBank, Kenanga, UOB and Phillip Mutual Berhad. As time goes on, the number of competing investing companies for CGS-CIMB will rise as more investing companies open up for business. The CGS-CIMB itself experiences restricted market growth as a result of these preexisting competitors. CGS-CIMB must demonstrate their ability to differentiate themselves from other national and international investing companies by

providing superior products and service. In addition, the greater number of rivals makes it difficult for CGS-CIMB to attract more clients to invest (CGS-CIMB, 2022).

To lessen the impact, Hutzschenreuter et al. (2021) mentions that is to alter the way it promotes itself, which may entail leveraging the firm's brand to its advantage. Playing around with promotional activities can be highly successful or frequently just be a costly exercise, depending on how well company leaders recognize the exact issues that need to be addressed (Investopedia, 2022). The intensity of promotional activities may "represent a positive sum competition" when total demand rises. According to Hutzschenreuter et al. (2021), "firms tend to free ride off one another's advertising investment.". Therefore, managers of the focus company will view competitors' increased product advertising as an opportunity rather than a threat. Managers of the focal firm will place a higher emphasis on expansion than they would have otherwise in order to maintain the same level of firm profitability.

### **Fluctuation of Foreign Exchange Rate**

According to Investopedia (2021), the natural result of floating exchange rates, which are the norm for most major economies, are currency volatility. Exchange rates are influenced by a variety of factors, such as a nation's economic performance, the likelihood of inflation, interest rate differences, capital movements, and more. A stronger economy typically results in a stronger currency because investors around the world are more optimistic about the country's future and are therefore more likely to purchase assets denominated in that currency (Investopedia, 2021).

Ways for CGS-CIMB to prevent from currency fluctuations is by doing forward contracts. According to Maly (2022), forward contracts give a company the option to purchase or sell a specific quantity of foreign currencies at a fixed price at a later date. This makes currency exchange more predictable and lowers the exchange rate risk since, when a company set up the forward contract, it knows exactly how much the company will pay in the future for the foreign currency. Besides that, the other ways for CGS-CIMB to lessen the impact is by currency options. As it goes same like forward contracts, the right to buy or sell a currency at a defined exchange rate on or before a certain date is offered is through currency options.

## 7.0 CONCLUSION

As to conclude this whole report, throughout the internship in CGS-CIMB, it has enabled students to exhibit a professional attitude and good work ethics at work, apply business concepts and theories to decision-making in the real world, exhibit communication skills in office tasks and report presentation, solve problems using a variety of information or applications, and carry out standard procedures or techniques related to the tasks assigned by the organization. Moreover, this report has helped students to assess their own potential and limitations as well as any external opportunities and threats. It takes into account all positive and negative factors, both internal and external, that have an impact on the company's success. The environment in which the company operates should be regularly studied in order to anticipate changing trends and incorporate them into organizational decision-making.

The worthwhile experiences and knowledge that students have gained will be useful in their future careers. The Retail Business Support provided students with career confidence and multitasking training. In addition, students brought more good energy to the workplace, which lessens the tension they feel while working. The company handled the problem with professionalism and fairness.

Given that, vision that students aim to bring is to contribute as much as possible in order for CGS-CIMB to gain a strong return on investment. Not to mention, the amount of task being assigned, students are able to gain a high multitasking skills. In the next five years, it is hoped that students are able to land a position as a business analyst.

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## 9.0 APPENDICES

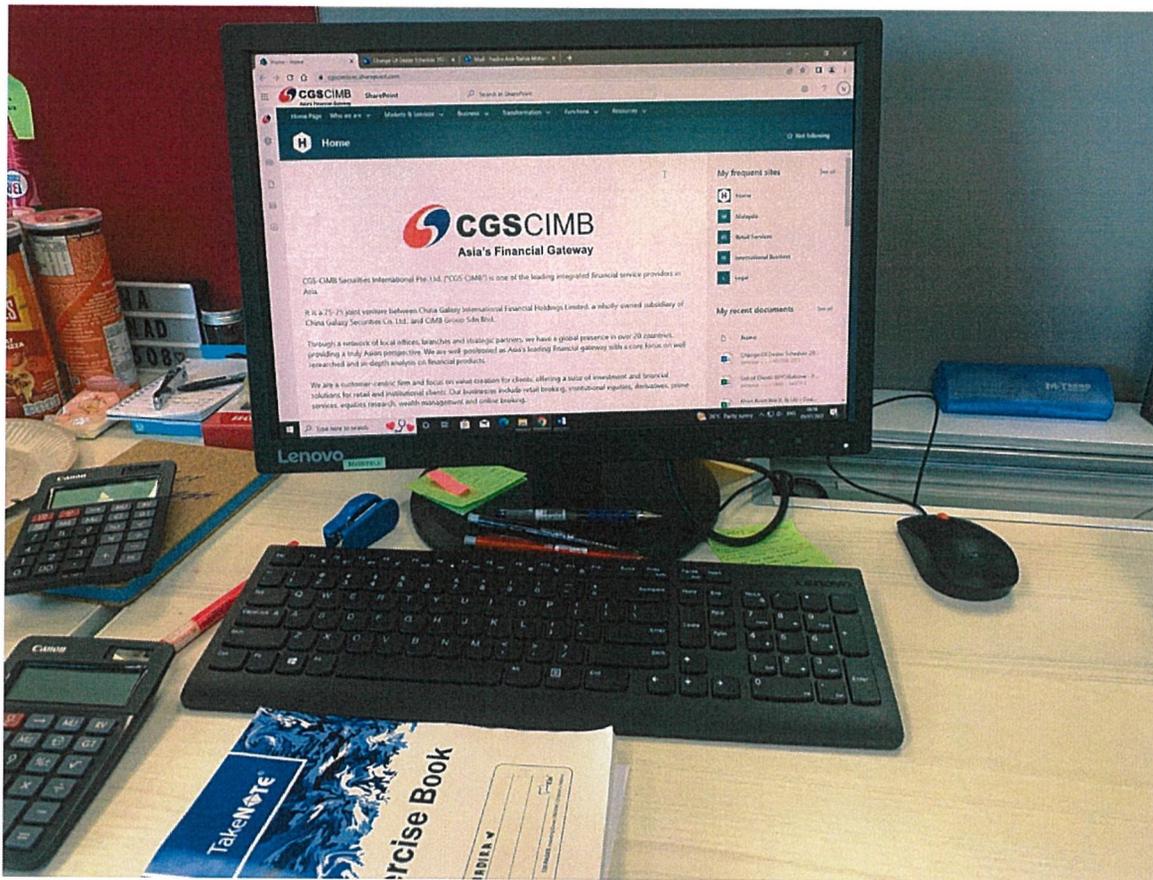


Figure 4.0: Working Space



Figure 4.1: Level 3 Entrance



Figure 4.2: Retail Business Support Department



Figure 4.3: iTradeIslamic event with Universiti Malaysia Terengganu (UMT) students  
(30/05/2023)



Figure 4.4: View of Office



Figure 4.5: Attended CGS-CIMB Company Dinner (29/07/2023)



Figure 4.6: CGS-CIMB Company Dinner picture with the Interns