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Industrial Report of Maybank Berhad

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EXECUTIVE SUMMARY

Maybank Berhad, also known as Maybank, is one of the biggest banking groups in Malaysia and an established international financial organization. Since its founding in 1960, Maybank has expanded organically, through strategic alliances, and through acquisitions to rank among Southeast Asia's best banks. Maybank has a significant market presence in Malaysia and operations in several other nations. The goals of Maybank Berhad include both material and immaterial ones. These goals include achieving stable and profitable financial performance, guaranteeing customer satisfaction by providing top-notch goods and services, maintaining market leadership through innovative strategies, accelerating digital transformation to deliver seamless banking experiences, and placing a high priority on risk management and compliance to maintain financial stability. Ipoh's Maybank Greentown internship provided me with insightful knowledge of the domestic and global banking industries. The experience gave me a better grasp of how banks operate, how to serve customers, and how to solve problems. Through regular contacts with clients and coworkers, it also improved communication skills. The devotion and professionalism of the Maybank team acted as motivation for me to develop into a kind and diligent professional in the future. A SWOT analysis of Maybank indicates a few advantages, such as its dominant market share and a robust technology foundation that supports cutting-edge digital banking services. However, there are drawbacks as well, such as dependency on the domestic market and difficulties with regulatory compliance. Opportunities for Maybank include collaborations in fintech and digital banking as well as expansion in developing nations. Risks to cybersecurity and economic instability can have an influence on asset quality and profitability. According to a PESTEL analysis, important factors affecting Maybank's operations and business include government rules and policies, changes in the interest rates set by Bank Negara Malaysia, and digital disruption. For Maybank to succeed moving forward, it will be important to adjust to these changes and take advantage of opportunities. In conclusion, Maybank Berhad has made a name for itself as a premier provider of financial services in Malaysia and Southeast Asia. Maybank is well-positioned to fulfil its clients' changing expectations and successfully traverse the volatile banking business because to a focus on financial performance, customer happiness, market leadership, digital transformation, and risk management. Maybank may further bolster its position and promote future growth through utilising partnerships, expanding markets, and technology advancements.

COMPANY'S PROFILE

NAME: MAYBANK BERHAD

LOCATION: NO 2, 4 AND 6, PUSAT PERDAGANGAN GREENTOWN, IPOH, PERAK.



The largest banking group in Malaysia is Maybank Berhad, also known as Maybank. It is a Malaysian international financial organisation. Its main office is located in Kuala Lumpur, Malaysia, where it was established on May 31st, 1960.

The Malayan Banking Berhad Group, which consists of a number of subsidiaries and affiliates, serves as the parent company for Maybank. In addition to commercial banking, investment banking, Islamic banking, asset management, insurance, and other associated services, the organisation offers a wide range of additional financial goods and services.

Maybank has expanded throughout the years both organically and via carefully chosen partnerships and acquisitions. Beyond Malaysia, it now has operations in a number of other nations, including Singapore, Indonesia, the Philippines, Thailand, Vietnam, Cambodia, and others. Maybank is now one of the top banks in Southeast Asia thanks to its global reach.

In Malaysia, Maybank was regarded as one of the top banks and had a significant market presence. It has won various honours and recognition for its efforts in corporate social responsibility, innovation, and financial performance.

VISION: To be the leading financial services provider in Malaysia and across the region.

MISSION: Humanising financial services across Asia and beyond.

OBJECTIVES OF THE COMPANY

Maybank Berhad's objectives encompass a range of financial and non-financial goals. These objectives may include:

1. Financial Performance:

With regular and favourable returns to its shareholders, Maybank strives to achieve sustainable and profitable financial performance. In order to achieve this goal of increasing overall profitability, it is necessary to efficiently manage risks, maximise income streams, and control costs.

2. Customer Satisfaction:

By meeting and exceeding customer expectations, Maybank aims to offer superb customer experiences. To achieve this goal, a variety of pertinent and cutting-edge financial products and services must be made available. Accessibility and convenience must also be guaranteed, and great customer service must be provided.

3. Market Leadership:

As a market leader in the financial services sector in Malaysia and the rest of the region, Maybank wants to keep that position and solidify it. This goal entails increasing market share, boosting the clientele, and maintaining a competitive edge through strategic initiatives and ongoing innovation.

4. Digital Transformation:

Maybank is aware of how crucial digital transformation is in providing seamless and individualised banking experiences. This goal entails developing digital capabilities, investing in digital technologies, and utilising data analytics to spur innovation and boost operational effectiveness.

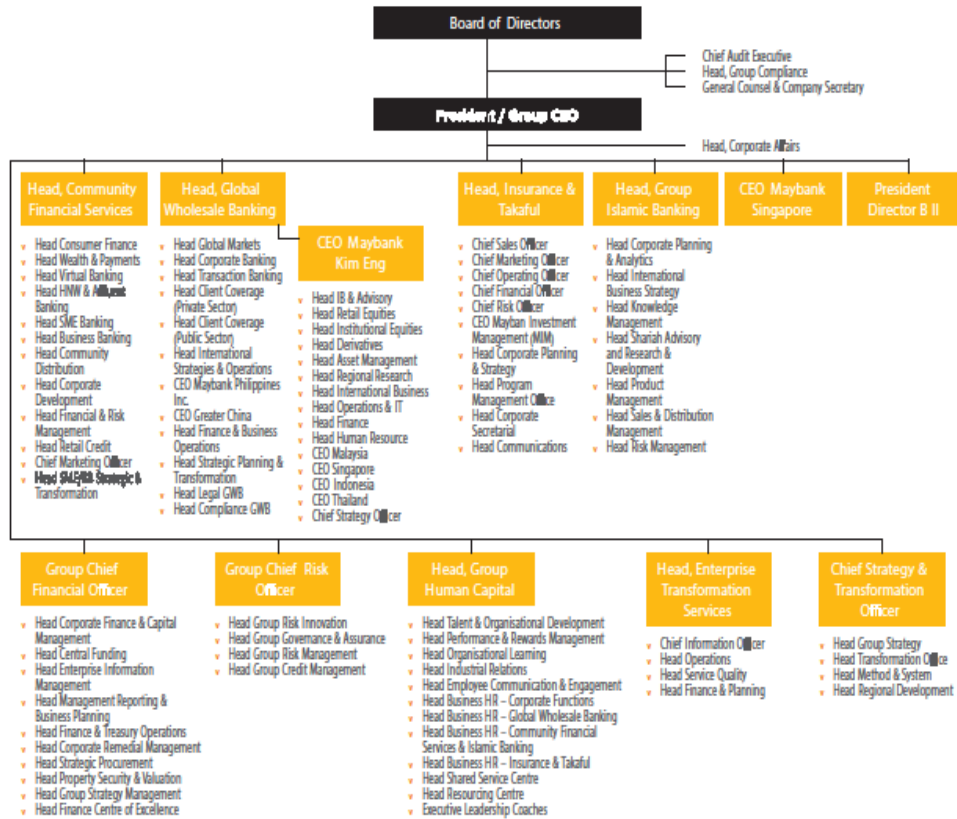
5. Risk Management and Compliance:

To ensure financial stability and safeguard the interests of its stakeholders, Maybank places a high priority on sound risk management and compliance practises. Implementing effective risk management frameworks, guaranteeing regulatory compliance, and upholding a solid control environment are required to achieve this goal.

ORGANIZATIONAL STRUCTURE



Group Organisation Structure

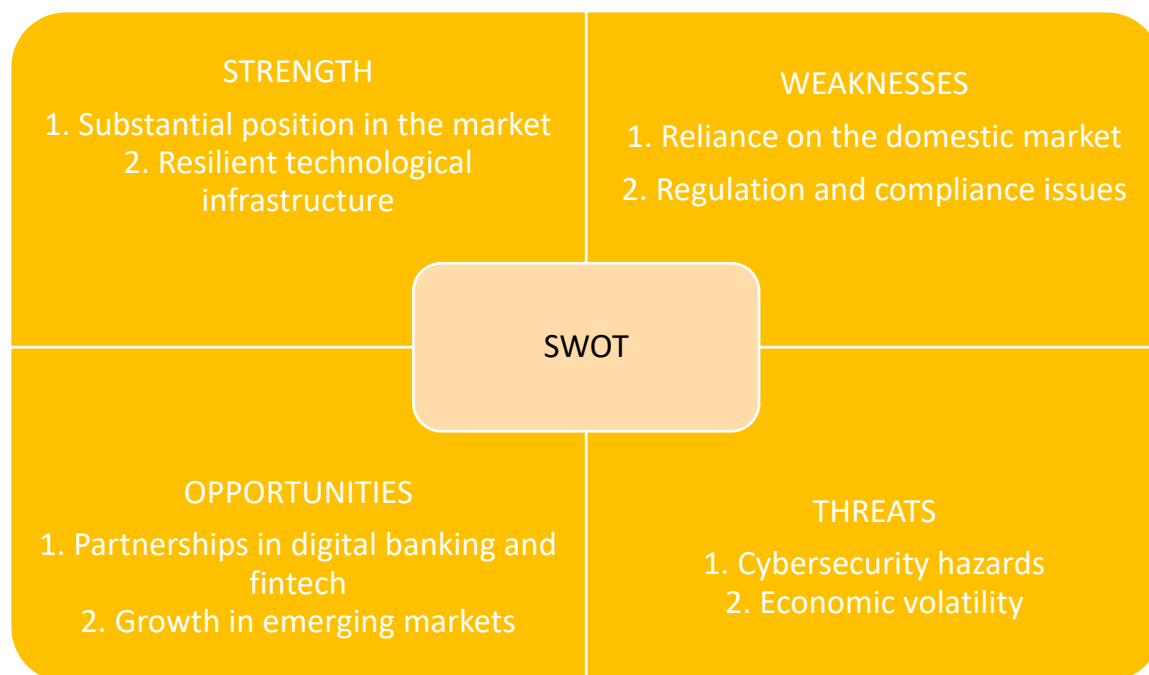


TRAINING'S REFLECTION

My internship duration is starting from 1st mac to 15th august which consist of 24 weeks in total. I am currently placed at one of the Maybank branches in Ipoh which is Maybank Greentown. All staffs are to work during weekdays and are given 2 off days during the weekend. The working time from Monday to Thursday is from 8.45 a.m. to 5.45pm which goes the same to Friday but we are allowed to go back one hour earlier on the last weekday. The first day of my internship was actually thrilling. I knew no one at the bank and the anxious always kicks in every time I had to speak to someone. However, I did overcome my anxiousness the moment I had to introduce myself during the morning briefing. Every morning, they will gather at the lounge to inform anything and or even share any special occasion that happened while they were working. The first few weeks, I was told to get to know my colleague and learn a bit more of how they serve their customers and what kind of products do the bank offers. Some things that I need to be familiar with were the numbering ticketing system, overall system of Maybank2u and MAE applications. These are the common things customers would come to the bank and ask as well as making transaction over the counter. The products that bank needs to offer are protection plans, credit cards, ASB Financing and other types of financing. The branch manager, which is the boss at the branch told me to at least close a sale for Personal Accident (PA) plan, which is a type of takaful insurance. After a month passed by, I finally closed my first sale on Personal Accident plan. I also successfully managed to close sales on the second month of my internship which are PAs, credit cards and ASNB variable price fund. The most valuable input I have gain during my internship was the insight of how banking industry works not only in our country but at the international level as well. I am amazed the true reality of banking world as it is not easy to maintain its name as its own. My colleagues too inspired me of becoming a compassionate and hardworking human. They proved me that anything can be achieved by simply do it. I still remembered the words quoted from one of the higher-level officers said "Today, I will do it. Not I will try to do it" which deeply means we are going to actually do to get to the target not try to get to it. I am definitely fascinated by them, their professionalism in working inspires me to be one of them one day. My communication skill has also gotten better than before. Those skills were enhanced when I got to face customers every single day and help them to solve their problems. Last but not least, I gained some experience of having to solve people's problem every day. Not many people had the urge to try to solve them but I finally learned on how to do it.

DISCUSSION

SWOT ANALYSIS



STRENGTH:

- Substantial position in the market

One of the biggest banks in Southeast Asia, Maybank holds a large portion of the Malaysian market. It offers a variety of financial services and is active in several nations. By being the largest bank in Malaysia with over 200 branches across Peninsular of Malaysia, Maybank has already gained a competitive advantage compared to other brands. This makes its position in the market as the strongest and the most stable company to operate.

When people mentioned banks in their conversation, Maybank is already one of the most common brands they have heard throughout their life. This is due to the fact that Maybank had placed a strong recognition in people's mind by using tiger as the main logo and is a symbolic representative of Harimau Malaya which is the symbolic spirits of our nation. This shows that Maybank has a strong brand reputation with its services since 1960.

- Resilient technological infrastructure

Due to major investments made in its technological foundation, Maybank is now able to provide cutting-edge digital banking services. Customers can easily access their accounts using

the bank's user-friendly online and mobile banking systems. The online banking called Maybank2u had been introduced since the present of internet in the year 2000. Malaysia's top online banking portal, Maybank2u, was first launched in 2000. As more consumers conduct business online, Maybank recently unveiled Maybank2u, a brand-new platform that delivers a novel experience with enhanced personalization. Currently, 10.69 million people use Maybank2u, and half of them are active users. 99.6% of all transactions are digital in nature and take place online or at ATMs. Physical branches no longer process more than 0.4% of all transactions. To sum up, Maybank gain its strength by leading in the digital banking by introducing Maybank2u as well as M2U apps and MAE apps.

WEAKNESS:

- Reliance on the domestic market

Even though Maybank has grown its activities overseas, a sizable amount of their revenue still comes from the Malaysian market. Due to this dependence, the bank is at risk from changes in Malaysia's economy. Since Maybank's customer based is mostly in Malaysia and countries nearby it, hence limited revenues come from these few countries only. Maybank needs to expand its business by trying to penetrate to other market such as international market. Moreover, Maybank as a brand can gain a strong presence worldwide by entering new market to offer its services and great products. This company also should expect bad occasions could happen to Malaysia's economy as its revenue is 70% depending on the locals. If Maybank continues to rely on the domestic profits, they should be expecting a huge drop when economy of Malaysia goes terrifically down.

- Regulation and compliance issues

Maybank works in a highly regulated environment because it is a sizable financial institution. Maintaining compliance and adhering to regulatory regulations can be difficult, and it may lead to higher expenses and operational complexity. To illustrate, when the government announced the minimum wage should be raised from RM1.2k to RM1.5k which every party should obey definitely is an increase in cost to the bank, however all parties should ensure they are raising this wage as part of the duty to obey the rules and regulations of Malaysia's government. Though it may be difficult for some business owners, it is certainly affected to the high profit companies' owner as well due to large number of employees. These are the minor weaknesses Maybank has to bear in order to maintain its company image as one of the largest banks in Malaysia.

OPPORTUNITIES:

- Partnerships in digital banking and fintech

In this advanced technology of era, we lived in, all banks are working hard to compete in digital banking as it is one of the best aspects to stand out and attract users. Maybank has the chance to improve its digital offerings by working with fintech companies as a result of the growing usage of digital banking. Such collaborations can assist the bank in luring tech-savvy clients and creating cutting-edge goods and services. Nowadays, customer experience is the most crucial aspect to tackle on to make people stay loyal with a brand. Hence, Maybank has improved its digital banking experience by introducing new applications called MAE apps. With MAE, customers may now open a banking account online through the Maybank App in less than five minutes and conduct transactions immediately while taking advantage of a full-featured e-wallet's ease. By inventing this new fast app, Maybank has created more opportunities to gain more customers by collaborating with fintech companies to brainstorm more features in order to be the most convenient banking services applications in Malaysia.

- Growth in emerging markets

Maybank is able to look into potential chances for growth in Southeast Asian emerging markets like Vietnam, the Philippines, and Indonesia. These nations have developing economies and untapped financial services potential. According to News Strait Times, as at the year of 2023, Indonesia, where the number of initial public offers (IPO) has increased, opportunities are reportedly growing, particularly for resource-based businesses and those engaged in the electric car supply chain, according to Maybank Investment Banking Group Chief Executive Michael Oh-Lau. This shows that Maybank has already starting to tap in to these countries and grabbing all the opportunities they have to improve its position as the most leading universal bank.

THREATS:

- Cybersecurity hazards

One of the most feared threats in current industry is the risk of cybersecurity. As technology develops, cybersecurity threats become more complex. Data breaches, hacking attempts, and other cyber-attacks are risks for Maybank. In order to preserve client data and uphold confidence, it is essential to maintain comprehensive cybersecurity procedures. The rise of digital banking can be compared to a sword with two edges; on one side, it offers greater convenience. On the other hand, consumers are now more vulnerable than ever to online fraud

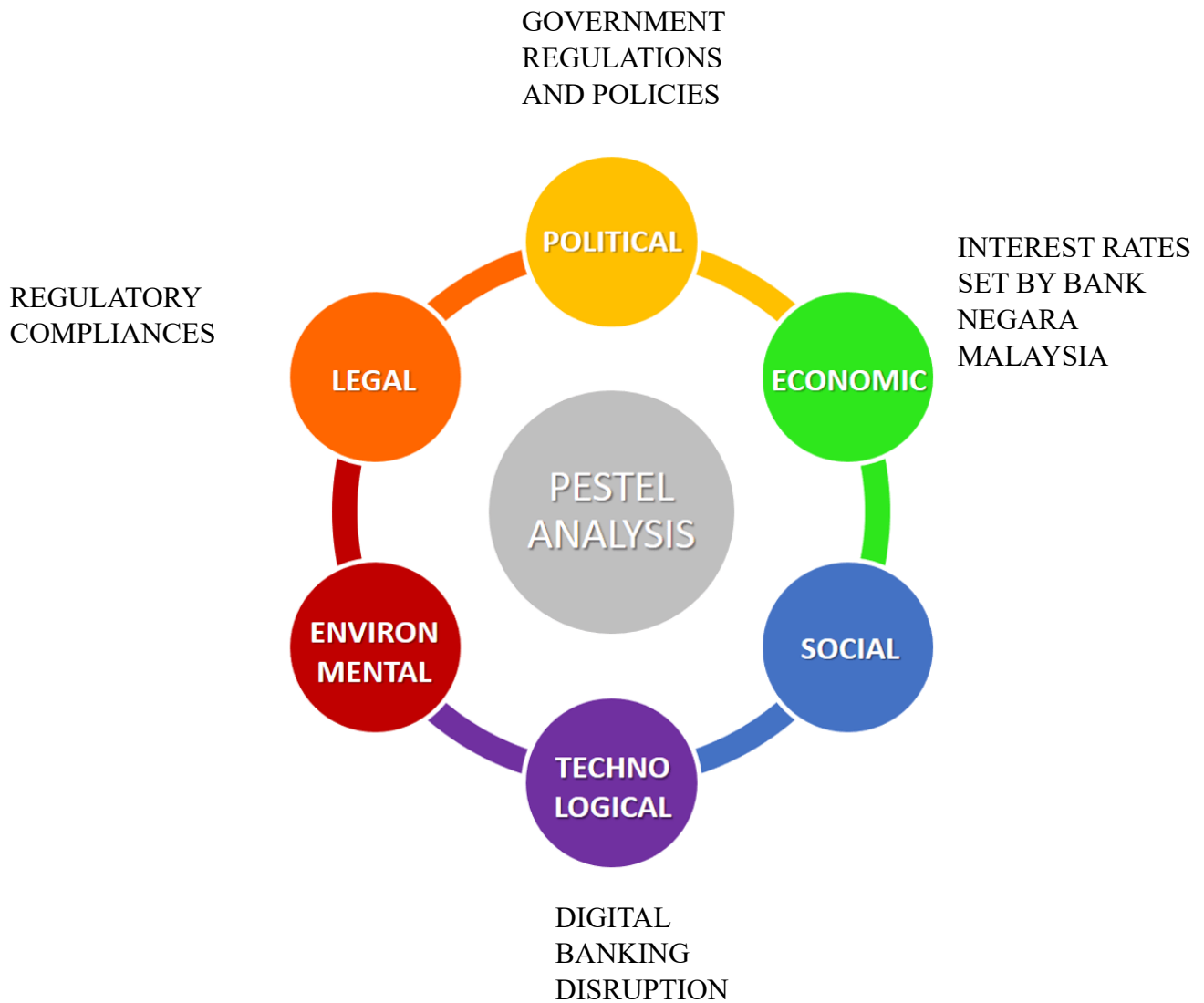
and vulnerability. By internalising a strong cybersecurity architecture that addresses internal governance, human expertise, and network capabilities, Maybank Group reduces these risks.

The Group uses top-tier Security Information and Event Management (SIEM) technology to continuously monitor any internal or external cyberattacks in real time. The bank's security specialists are able to immediately and continually detect hostile actions utilising the Splunk Enterprise Security platform in conjunction with its Regional Security Operations Centre, which maintains the operational level of system security from a centralised location.

- Economic volatility

Both domestic and global economic situations have an impact on Maybank's performance. The profitability and asset quality of the bank may be seriously threatened by economic downturns, interest rate changes, and currency volatility. To prove how this affect the performance of the business, take a look at a scenario happened last year to Maybank. For the first quarter ended March 31, 2022, Malayan Banking Bhd generated a net profit of RM2.04 billion on the strength of a turnover of RM11.907 billion, down from a net profit of RM2.392 billion on the strength of a turnover of RM12.217 billion. The Maybank chairman Tan Sri Zamzamzairani Mohd Isa said in a statement that the rise in geopolitical unrest, the ensuing market volatility, and inflationary pressures slightly lessened the good effects of the progressive reopening of international borders and the restoration of economic activity. The group's new group president and CEO, Dato' Khairussaleh, stated that despite the lingering effects of global variables on the operational environment, positive trends in the group's 1QFY22 financial performance were evident throughout major regions.

PESTEL ANALYSIS



POLITICAL

- **Government regulations and policies**

Government regulation changes affecting banking, finance, and taxation may have an impact on Maybank's business and profitability. This year, the new government under the 10th Prime Minister, Dato Seri Anwar Ibrahim had announced the budget for 2023. The new budget announced had significantly impacted all intermediaries including Maybank. According to The Star, Datuk Khairussaleh Ramli, group president and CEO of Maybank and chairman of The Association of Banks in Malaysia (ABM) applaud the budget initiatives that are pertinent to the financial sector, such as the proposed consumer credit act and monitoring authority to level the playing field in terms of regulation, the tax incentives for ACE and LEAP listings, the Bankruptcy Act reform that will encourage entrepreneurship, and the renewed emphasis on Islamic finance. The budget certainly opened a lot more doors for opportunity not only to the banks as well as for the better economy of Malaysia.

ECONOMIC

- **Interest rates set by Bank Negara Malaysia**

The net interest income and borrowing costs of Maybank may change in response to changes in interest rates set by central banks. On May 3, 2023, the Monetary Policy Committee of Bank Negara Malaysia (BNM) increased the overnight policy rate (OPR) by 25 basis points to 3.00%. This action follows two meetings when rates were left unaltered. The national currency's depreciation and the persistently high inflationary pressure are the main causes of the increase.

Aside from being accessible to all residents regardless of wealth, substantial subsidies also exerted significant pro-inflationary pressure and put a strain on the public treasury, according to the Central Bank, which declared its desire to eliminate them. However, the policy modification has had a result. Statistics from the first quarter of 2023 show that domestic demand is rising and that working conditions are generally getting better. These are the economic scenarios that might influence the banks' profitability and operational.

TECHNOLOGICAL

- **Digital disruption**

The financial sector has changed as a result of technological development and the rise of digital banking. In order to meet consumer expectations and stay competitive, Maybank must make technological adjustments. In order to achieve continuous growth beyond 2025, Maybank's

corporate plan, M25+, calls for the group to accelerate the development of critical skills as well as its five key strategic thrusts.

The five strategic thrusts, according to the banking group, will build on the groundwork established by the previous M25 plan unveiled last year, with a particular emphasis on increasing customer centricity, accelerating digitalization and technological modernization, bolstering Maybank's business presence and position outside of Malaysia, advancing its leadership position in the sustainability agenda, and establishing itself as a global leader in Islamic Banking.

The updated strategy, which is anchored on a deeper purpose of "Becoming a Values-Driven Platform, powered by a Bionic Workforce that Humanises Financial Services," will drive the company and its people in achieving these strategic targets.

LEGAL

- **Regulatory compliance**

Maybank is subject to a number of legal and regulatory restrictions, such as data privacy laws, consumer protection legislation, and anti-money laundering (AML) laws. There are three main compliances that Maybank prioritize in order to stay relevant as the leading bank in Malaysia.

- AML/CFT stands for anti-money laundering/counter-terrorism financing.

The Maybank Group has a policy of taking all reasonable measures that are necessary to stop anyone from using its products and services for money laundering and terrorism funding. The Maybank Group is at the forefront of ongoing measures and efforts by the government and Bank Negara Malaysia to stop the use of the banking system for money laundering and terrorism funding. By establishing strong and comprehensive policy, procedures, processes, and systems for the prevention and detection of money laundering and terrorist financing activities, the Group demonstrates its full commitment and support to high standards of compliance with the Anti-Money Laundering/Counter Financing of Terrorism (AML/CFT) requirements.

- Whistleblowing

Whistleblowing Policy Statement of the Maybank Group

The highest standards of ethics and integrity are upheld by Malayan Banking Berhad, its affiliates, and its foreign branches (collectively, "Maybank"). The Maybank Group has a channel in place for disclosure of any improper behaviour as part of this commitment. The

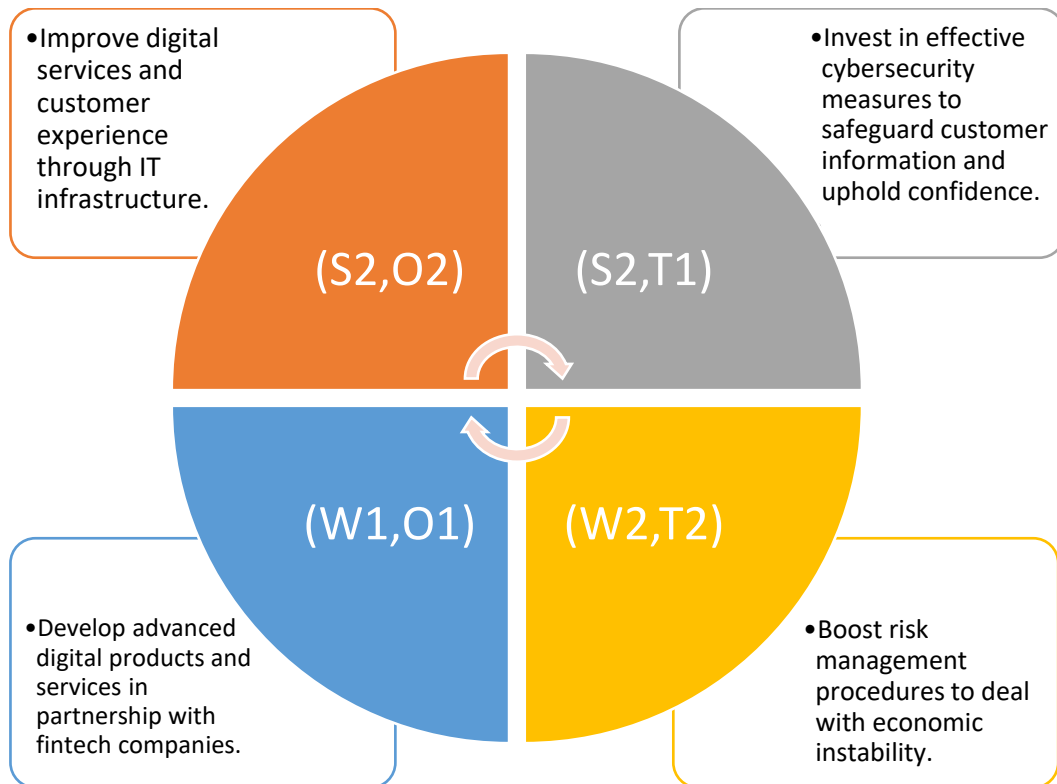
goal of this policy is to give all workers and members of the public access to secure channels where they can report any improper behaviour by a member or representative of the Maybank Group and be certain that they won't face any consequences.

- Know Your Customer

Customers must go through the "Know Your Customer" (KYC) process, which is governed by Bank Negara Malaysia and any other pertinent regulators where Maybank have business, in order to apply for any product or service within the Maybank Group. The Maybank Group is responsible for recognising and comprehending their consumers and the risk of financial crime linked with them due to the current regulatory focus on corporate governance and risk culture.

Maybank have developed a framework through their KYC procedures that will enable them get to know customers, establish a long-lasting bond with clients, and assist in defending consumers from the dangers of potential financial crime.

RECOMMENDATIONS THROUGH SWOT MATRIX



1. Improve digital services and customer experience through IT infrastructure. (S2, O2)

Since each client's customer experiences are a convergence of their digital, physical, and social worlds, service organisations face major and substantial problems and opportunities. (Bolton et al., 2018) Maybank should enhance their digital banking services and customer experience by taking feedbacks from customer about their online banking services. Information services are among the many significant markets for products and services supported by the internet. Because companies need to respond to market dynamics quickly and efficiently, their capacity to employ digital technology is becoming a more crucial source of competitive advantage. (Bolton et al., 2018) Maybank2u has already been introduced since 2000 and becoming the daily website for online banking due to its conveniently website and friendly layouts to the users. Customers are urged to use online banking due to the rapid advancement of e-commerce, the Internet, and the financial and banking sectors. As a result, the creation and facilitation of access to banking services and Customer Satisfaction (CS) is a noteworthy accomplishment of the new banking system in the world. (Li et al., 2021) However, recently, Maybank has also introduced the new MAE

applications revised from M2U mobile apps. MAE apps allow users to access the apps in less than 5 minutes. Unfortunately, for some users, it is becoming such a lousy app since it allows one device for one account. Which means it is becoming inconvenient for business owners that own more than 2 accounts to have more than one device to use the services. This is where Maybank should pay thorough attention to on how to improve the customer experience as well as the satisfaction of clients by allowing them to switch to different accounts but remain the highest level of security as before.

2. Invest in effective cybersecurity measures to safeguard customer information and uphold confidence. (S2, T1)

Maybank is known as the largest bank in Malaysia and currently holds the biggest database of customers locally or internationally. Hence, Maybank should really spend a lot in cybersecurity systems to protect their customers information and continues to serve them with the feeling of secured and confident. According to (Setiawan et al., 2018), the goal is to increase market share through online sales, to increase merchantability, to do better marketing research, and to increase consumer trust in the brand. Information is the most precious resource in the business; as a result, it must be protected, and organisations need to have a secure database to prevent theft or damage. (Sara Al Bassam, 2020) Little do they know the cybersecurity is the risk that are out of their control and the reasons to pay closely to this issue is important. Some are undoubtedly already aware of how cybersecurity might impact their business's peace of mind. Nonetheless, knowing that the clients' and investors' data is securely protected is likely to make them feel better at ease. This improves business relationships and increases the company's chances of acquiring new clients and investors to the organisation. After all, no one wants to believe that their personal information is at risk while exploring a new business opportunity. The more safeguards the company have in place, the more likely it is that every important relationship will be protected.

3. Develop advanced digital products and services in partnership with fintech companies. (W1, O1)

Maybank should also focus on developing more advanced digital products and services in partnership with fintech companies. Fintech combines financial services with technology. Fintech businesses create goods and services that are intended to simplify people's lives by utilising technological innovation to address issues in the financial services sector. According to (Sjamsudin, 2019) the growth of fintech might be significant; the presence of fintech will

drive the banking sectors towards automation and digitalization. Fintech can refer to a variety of financial services, such as digital wallets, blockchain, cryptocurrency, alternative lending, biometric identification, financial management apps, cybersecurity solutions, and online payment systems. In the banking market of a fully digitally changed financial ecosystem, digital technologies like AI and blockchain, data platforms, cybersecurity regtech, and strategic partnerships will fundamentally be well positioned to be retained. (Khanna & Martins, 2018) Partnerships, investments, and incubation are the three main avenues via which Maybank might work with fintech. The most typical form of cooperation between banks and fintech may be partnerships. From informal collaborations to formal joint ventures, partnerships can take many different shapes. Other than that, is investments - As part of a larger fundraising round, Maybank can also invest in emerging fintech businesses to gain access to their technology and knowledge. Collaboration is less important in investments than gaining current technologies and knowledge. Finally, Maybank can establish permanent incubators to promote innovation and give fintech companies a place to work on developing their ideas. This is frequently accomplished through investing fintech firms and giving them access to customers, resources, and physical space.

4. Boost risk management procedures to deal with economic instability. (W2, T2)

There are few ways to increase risk management policies in order to face with economic downturns. One of them is by investing. Some people might view investing in new hardware, systems, and procedures during a period of erratic market activity as a dangerous move. But in many ways, it is the finest method for controlling political and economic risk. If nothing is to be done to manage the risk is even worst. The absence of emphasis on risk management techniques that consider the purpose of a disruption allows room in the risk management literature for exposure of firm-specific hazards as a result of improperly managed deliberate interruptions. (DuHadway et al., 2019) When it comes to initiatives for digital transformation, this is especially true. By digitising the whole supply chain of the company, for instance, companies will have end-to-end insight, be better able to respond to supply chain shocks quickly and efficiently and be better prepared to capitalise on business export prospects. The same is true for spending money on IoT (internet of things) connectivity and sensors for a manufacturing process. This may give companies the chance to pay close attention to procedures, spot inefficiencies, make savings, and produce goods of higher calibre. Another way to manage the risk is to improve the company's credit control and cash flow forecasting. Business success is largely dependent on financial acumen. This knowledge includes keeping

close tabs on corporate finances, creating frequent cash flow predictions, and optimising them to make sure your company is on track to meet its objectives. Setting a trade credit upper limit is a practical strategy to reduce the financial exposure and safeguard the company from the risk of insolvency. In a similar manner the quantity and worth of a company's cash holdings are significantly impacted by uncertainty. Businesses hoard more cash during uncertain times. They explain that investors place a higher value on cash holdings during times of heightened apprehension, which is compatible with businesses holding more cash as a safeguard. (Al-Thaqeb & Algharabali, 2019) Making sure companies always have a cash reserve for usage in an emergency situation, like a client defaulting on a payment, is another tactic that exemplifies how to handle economic risk in international business.

CONCLUSION

In summary, Maybank Berhad, the largest banking organisation in Malaysia, has made a name for itself as a key player in the financial services sector. Maybank enjoys a competitive advantage in the Malaysian market thanks to its significant market share and solid brand recognition. The bank is able to provide its customers cutting-edge financial products and services because to its robust technology infrastructure, particularly its digital banking services. The goals of Maybank, such as those related to financial performance, customer happiness, market leadership, digital transformation, and risk management, show their dedication to innovation and sustainable growth.

While Maybank has many advantages, including market domination and technological prowess, it also has several disadvantages and dangers. Reliance on the home market exposes the bank to Malaysia's economic swings, emphasising the necessity to increase its presence abroad. Additionally difficult and complicating operations is regulatory compliance. Furthermore, Maybank's success may be threatened by cybersecurity risks and economic volatility on a national and international scale.

However, Maybank boasts a number of business options. Partnerships in fintech and digital banking can improve its online capabilities and draw in tech-savvy customers. Exploring growth prospects in developing nations like Vietnam, the Philippines, and Indonesia can help Maybank reach a wider audience and capture a larger portion of the market.

Government rules and policies, such as budget measures, may have an effect on Maybank's operations and financial performance. The bank's net interest income and borrowing costs can be influenced by economic factors, particularly interest rates set by Bank Negara Malaysia. In order to match consumer expectations, Maybank must also continuously adapt and innovate due to technology improvements and digital disruption.

Overall, Maybank is positioned as a major financial institution in Malaysia and the region because to its strong market presence, technological prowess, and strategic goals. Maybank can maintain its success and realise its goal of being the top provider of financial services in Malaysia and worldwide by resolving its weaknesses, minimising threats, and taking advantage of opportunities.

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APPENDICES



FIGURE 1: Hari Raya Celebration.



FIGURE 2: Maybank from the outside.



FIGURE 3: Decorations for customer's appreciation day.

OUR ORIGINAL RESULTS

Document Information

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EXECUTIVE SUMMARY Maybank Berhad, also known as Maybank, is one of the biggest banking group in Malaysia and an established international financial organization. Since its founding in 1960, Maybank has expanded organically, through strategic alliances, and through acquisitions to rank among Southeast Asia's best banks. Maybank has a significant market presence in Malaysia and operations in several other nations. The goals of Maybank Berhad include both material and immaterial ones. These goals include achieving stable and profitable financial performance, guaranteeing customer satisfaction by providing top-notch goods and services, maintaining market leadership through innovative strategies, accelerating digital transformation to deliver seamless banking experiences, and placing a high priority on risk management and compliance to maintain financial stability. Ipoh's Maybank Greentown internship provided me with insightful knowledge of the domestic and global banking industries. The experience gave me a better grasp of how banks operate, how to serve customers, and how to solve problems. Through regular contacts with clients and coworkers, it also improved communication skills. The devotion and professionalism of the Maybank team acted as motivation for me to develop into a kind and diligent professional in the future. A SWOT analysis of Maybank indicates a few advantages, such as its dominant market share and a robust technology foundation that supports cutting-edge digital banking services. However, there are drawbacks as well, such as dependency on the domestic market and difficulties with regulatory compliance. Opportunities for Maybank include collaborations in fintech and digital banking as well as expansion in developing nations. Risks to cybersecurity and economic instability can have an influence on asset quality and profitability. According to a PESTEL analysis, important factors affecting Maybank's operations and business include government rules and policies, changes in the interest rates set by Bank Negara Malaysia, and digital disruption. For Maybank to succeed moving forward, it will be important to adjust to these changes and take advantage of opportunities. In conclusion, Maybank Berhad has made a name for itself as a premier provider of financial services in Malaysia and Southeast Asia. Maybank is well-positioned to fulfil its clients' changing expectations and successfully traverse the volatile banking business because to a focus on financial performance, customer happiness, market leadership, digital transformation, and risk management. Maybank may further bolster its position and promote future growth through utilising partnerships, expanding markets, and technology advancements.