

INDUSTIAL

TRAINING REPORT

MGT 666

CO-OPBANK PERTAMA MALAYSIA
BERHAD
HEADQUARTERS & SETAPAK
BRANCH

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UNIVERSITI
TEKNOLOGI
MARA

1.0 Executive Summary

Universiti Teknologi Mara (UITM) has established a condition that must be fulfilled in order for our bachelor's programme to be completed: industrial training. Industrial Trainee will need to complete this industrial training in twenty-four weeks, or six months, starting on March 1 and ending on August 15, 2023. Students will therefore be exposed to the working environment in the actual world during industrial training. During this industrial training programme, students can also obtain some experience and skills.

I am pleased of having my internship as a Control and Recovery Department (Jabatan Kawalan & Pemulihan) intern at Co-opbank Pertama Malaysia Berhad (CBP), a cooperative bank established under the Co-operative Societies Act 1993 and jointly regulated by Co-operative Society Commission (SKM), to cross off one of the final tasks on my Bachelor's degree. CBP has 29 branches across the country and provides a range of shariah-compliant goods and services.

As an intern, I performed a variety of tasks: I helped the department and staff monitor client accounts that are past due or in default on debt payments for an extended period of time, follow up with the client by phone to notify them, and if they can't be reached, action will be taken to track them down by contacting their place of employment. I also assisted in taking legal action against clients who continue to fall behind on loan payments for an extended period. By putting together, the required paperwork to be forwarded to Suruhanjaya Koperasi Malaysia (SKM) to request authorization to pursue legal actions.

Throughout this period of industrial training, I came to understand how it enhanced both my physical and mental toughness. When working in both a public and private organisation, communication skills are a crucial and fundamental talent. Additionally, I realise that one of the most crucial aspects of a successful workplace is teamwork, and this opportunity as an industrial trainee has given me a whole new set of experiences. All praise be to Allah S.W.T for providing Co-opbank Pertama Malaysia Berhad with this wonderful chance to help me finish my bachelor's degree. Aside from roles and tasks, the goal of my internship is to analyse the Co-opbank Pertama Berhad's strengths, weaknesses, opportunities, and threats across different dimensions such as political, economic, social, technology, environmental, and legal.

2.0 Table of Content

1.0	Executive Summary.....	1
2.0	Table of Content.....	2
3.0	Acknowledgement.....	3
4.0	Student Profile.....	4
5.0	Company Profile.....	5
5.1	Background of Establishment.....	5
5.2	Location.....	5
5.3	Vision, Mission & Objective.....	6
5.4	Product & Services Offered.....	7
5.5	Board of Director.....	8
5.6	Senior Management.....	10
6.0	Training Reflection.....	11
6.1	Duration: Specific Date, Working Dates & Time.....	11
6.2	Department, Roles, Responsibilities, Assignment, & Tasks.....	11
6.3	Gains: Intrinsic & Extrinsic Benefits.....	13
7.0	SWOT Analysis.....	14
7.1	Discussion & Recommendation.....	15
7.2	Strength.....	15
7.3	Weakness.....	17
7.4	Opportunities.....	18
7.5	Threat.....	20
8.0	Conclusion.....	22
9.0	Reference.....	23
10.0	Appendices.....	24

5.0 Company Profile

5.1 Background of Establishment

Co-opbank Pertama Malaysia Berhad is a cooperative bank that is jointly overseen by Co-operative Society Commission (Suruhanjaya Koperasi Malaysia) (SKM). Persatuan Malaysia Berhad, formerly known as Koperasi Co-opbank, underwent a rebranding on September 13 2019. Co-opbank Pertama Malaysia Berhad has 29 locations today, including Sabah and Sarawak, spread all over Malaysia.

Since the Co-opbank Persatuan is founded, it has been recognised for lending to the agricultural sector. Co-opbank Persatuan has since expanded its services to the banking industry, offering a range of financing options for private customers, corporate clients, and cooperatives, as well as a range of savings and investment options. Co-opBank Pertama is supervised and regulated by Malaysian regulatory bodies such as Bank Negara Malaysia (the central bank) and the Malaysian Cooperative Commission (SKM). When Co-opbank Persatuan gained authorization from Co-operative Society Commission (SKM) to conduct full-fledged cooperative banking operations, that was the date that their operations officially began. Persatuan Co-opbank has solidified its position as Malaysia's second-largest cooperative bank with the help of the following accolades.

5.2 Location

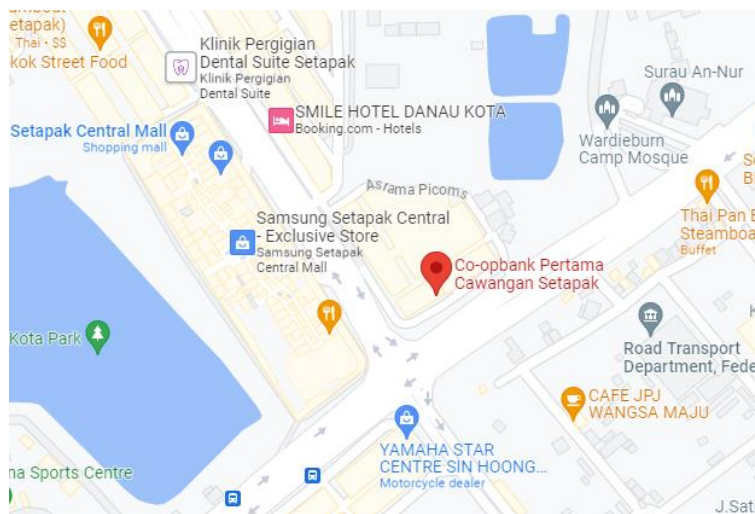


Figure 1.1: Co-opbank Pertama Malaysia Berhad Setapak Branch

My internship is done in two locations, the first of which is the Co-opbank Pertama Malaysia Berhad Setapak Branch, located at No. C-05 & C-06, Starpac Point, Jalan Genting Klang, 53300 Kuala Lumpur, Federal Territory of Kuala Lumpur. The CBP Setapak branch, where a massive number of people can be found since it is located around Setapak Central Mall and Starpac Point building.

Phone Number: 03-4131 7650

Fax: 03-2694 7651



Figure 1.2: Co-opbank Pertama Malaysia Berhad Headquarters Location

Then, I continue my internship at CBP Headquarter, which is located at Wisma JcbNext 27, Lorong Medan Tuanku 1, Off, Jalan Sultan Ismail, 50300 Kuala Lumpur, Federal Territory of Kuala Lumpur. Due to its strategic location in front of Medan Tuanku Monorail Station, the office building is easily reachable via numerous forms of public transportation as well as roadways.

Phone Number: 03-2692 7650

Fax: 03-2694 7652

5.3 Vision, Mission & Objective

Vision

The company want to be the Best Shariah-compliant Co-operative Bank in Malaysia.

Mission

The company are committed to providing financial services to the community for:

- Provide the best return to customers and members
- Improving the welfare of its members
- Offering competitive banking product with integrity
- Practicing core values in every cooperative principle

Objective

- The company want to gain profit of RM300 Millions in 2026
- The company want to have total assets of RM16 Billions in 2026
- The company want to reach net financing balance of RM10 Billions in 2026
- The company want to increase the number of individual and cooperative membership to 150,000 in 2026

- **5.4 Product & Services Offered**

Co-opbank Pertama Malaysia Berhad offers banking product and services that are fully consistent with Shariah law. Therefore, CBP's service includes funding goods for private individuals, corporate entities, and cooperatives. Additionally, housing loans and Ar-Rahnu were made available.

- 1. Personal Financing-I Lestari**

Tawarruq is the foundation of Personal Financing-I, a type of financing. The maximum amount of this financing is RM200,000, with a maximum 10-year loan term and an annual profit rate as low as 3.45%. Employees having permanent status in both the public and private sectors are eligible to apply for these financing options. Additionally, it provides a variable profit rate that can be as low as 3.45% annually and will rise after 4 years to 3.75%.

- 2. Personal Financing-I Professional**

Personal Financing-I Professional is a personal loan that makes use of the Tawarruq Shariah Concept. It offers an RM200,000 maximum limit, a 10-year term, and an annual profit rate as low as 3.99%. These sorts of financing are offered to people who work as professionals in the private sector, such as doctors, dentists, lawyers, and other professionals. Additionally, a set profit rate of 3.99% is fixed.

- 3. Home Financing CBP Rumah Pertamaku**

Al - Amali CBP Home Financing Rumah Pertamaku is a finance idea based on Murabahah Tawarruq. The maximum and maximum financing amount is RM 500,000.00. Residential properties, both completed and under construction, are eligible for financing through this product. Furthermore, the property is worth between RM100,000 and RM500,000.

- 4. Deposit**

CBP prepares two sorts of deposits: Akaun Simpanan-i Salam and Akaun Deposit-i Berjangka. Salam Saving Account-i is a Shariah-compliant deposit or savings instrument available to all citizens, permanent residents, cooperatives, businesses, associations, and other organisations, whether CBP Members or Non-Members. When compared to Akaun Simpanan-i Salam, Akaun Deposit-i Berjangka is a shariah-compliant Term Deposit-i Account or Time Deposit-i product with a higher profit rate.

5.5 Board of Director

BOARD OF DIRECTOR



Co-op Bank Pertama Malaysia Berhad is run by an outstanding board of directors, each of them has a diverse background and a wide range of experience in managing many fields of interest.



DATUK BAHAROM BIN EMBI

CHAIRMAN



**HAJAH NOR HIDAYAH
BINTI OMAR**

Deputy Chairman



YUNUS BIN KASIM

Co-operative Board
Member



**MOHD SHAPIE BIN
IDRIS**

Co-Operative Board
Member

BOARD OF DIRECTOR



**DR. HAJAH JAMILAH
BINTI DIN**
Co-Operative Board
Member



**DATO' SHAHARUDIN
BIN MOHD SA'AD**
Co-Operative Board
Member



JOHAR BIN MOKHTAR
Co-Operative Board
Member



ZAINI BIN SA'AD
Co-Operative Board
Member



**DR. MOHD AZLAN BIN
YAHYA**
Co-Operative Board
Member



**NUR FATIN BINTI
MOHAMAD HASHIM**
Setiasaha Anggota
Lembaga

5.6 Senior Management

SENIOR MANAGEMENT



**KHAIRIL ANUAR BIN MUHAMMAD
ANUAR**



**NOR AZNIZAM BIN
NOR AZMI**

Chief Finance Officer



**MOHD RAFIS BIN
MAKHTAR**

Chief Retail Banking
Officer



**MOHD FARIS BIN
KAMARUDIN**

Chief Commercial Officer



**HAJI SYAIFUL ARIEF
SYAH BIN MOHAMED
SAID**

Chief Operating Officer



**ZAIRIL ANUAR BIN
AHMAD**

Chief Information &
Technology Officer



**AFIDAH BINTI
MOHD GHAZALI**

Chief Risk Officer

6.0 Training Reflection

6.1 Duration: Specific Date, Working Days and Time

The goal of the internship programme is to gain knowledge and experience in a real-world working environment. I have been offered an internship with Co-opbank Pertama Malaysia Berhad, in two different location, in Setapak and Kuala Lumpur. My industrial training began on March 1, 2023 and will finish on August 15, 2023, for a total of 24 weeks (6 months). Monday through Friday is Co-opbank Pertama Malaysia Berhad's working week. It also begins at 8.30 a.m. and ends at 5.30 p.m., with one hour for lunch.

6.2 Department, Roles, Responsibilities, Assignment, and Tasks

6.2.1 Department:

Control & Recovery Department (Jabatan Kawalan & Pemulihan) at Co-op Bank Pertama Malaysia Berhad Setapak Branch

As a control and recovery intern, it is my responsibility to assist in manage and follow up on CBP financing accounts that are overdue in monthly loan instalments also called as PT account (Akaun Pembiayaan Tertunggak). The financing account include the housing financing, personal financing, corporate financing, Ar-Rahnu and more. The following are the duties is Info blasts should be sent using Short Message Service (SMS), give them a call to remind them to make the payment, proceed the list of the default financing account to lawyer to issue reminder notice (notis peringatan) in 14 days and lots more.

On top of that, I help other staff members manage the legal action process by updating client accounts that have fallen behind on instalment payments applying the Mibs and Juris systems that CBP uses. The responsibilities as I access to I200, I40 and R51101 system in Mibs Software to view information of customer, by view the client information on Mibs system, I assist them to by check tagging related with amount of takaful claimed to settle the loan of passed away client and I will update the list of client information in Microsoft Excel before pass to my supervisor for review before proceed it to next step

Other than that, I also assist them to reschedule their instalment using Agensi Kaunseling & Pengurusan Kredit (AKPK) Services by assist by preparing AKPK documentation to be review and endorsement by Manager include preparing AKPK Statement, AKPK Offer Letter and Preparing AKPK Calculation Table. After all the letter get the clearance by Manager, we will proceed to send it to the client by mail to inform the reschedule which contain new amount of instalment payment, new expired date and new period of loan. The reschedule AKPK include lower amount of instalment payment and longer period of loan

6.2.2 Department:

Control & Recovery Department (Jabatan Kawalan & Pemulihan) at Co-op Bank Pertama Malaysia Berhad HQ

After two months, Encik Haron (Head Department of JKP) asked me to continue my internship studies at CBP HQ so I could obtain legal knowledge against a client who hadn't paid the instalment and learn from it. At CBP headquarters, one department that is part of its legal team has multiple sections. I was successful in helping the legal team's staff with legal work. This is the assignment which is I initiate legal action for an instalment payment default, register a PT account on the Tribunal system by entering specific account information, update the account details after Borang A is done. After the account declared Award Ingkar by Suruhanjaya Koperasi Malaysia (SKM), I have to update another detail in Tribunal System. Then, the case will be mention by department representatives at Tribunal Court in Suruhanjaya Koperasi Malaysia (SKM). After the court order the amount of prosecution cost and Ingkar approval/denied, will pursue to Award Daftar paper as a last step before legal action taken. The legal action contains civil suit, asset forfeiture, declaration of bankrupt, and more. By uploading the Award Daftar paper in Juris, I help the staff create an attachment on the account that received Award Daftar. Other than that, I keep updating the account in the Tribunal System with the Date of Award Daftar and Court Reference Number before pursue legal decisive action. Lastly, I update the date of Award Daftar and remark the Award Daftar have been received in Mibs system.

On top of that, Encik Haron, the head of JKP's department, asked me to accompany a number of JKP employees to the Co-operative Society Commission (SKM) as a representative of Co-opbank Bank Pertama to bring up cases of deceased Ipoh branch accounts. Cases brought under section 82(2) of Act 502 are intended to recover the outstanding balance. My responsibility is to arrange all the documentation for the Tribunal Chairman to see. Following the mention of the cases, the Tribunal Chairman will decide between Tarik Kes (Respondent already settled the arrears), Ingkar (Respondent was absent), and Setuju (Respondent was present and agree). Following the conclusion of the court proceeding, our department will process the documents from Borang A and CTOS before moving further with legal action against the account referred to as Ingkar and Setuju.

On top of that, while receiving this industrial training, I constantly assist all JKP employees to do their side tasks, which are by record and scan a bundle of lawyers' invoices into a PDF format before organising them into different folders based on their clients account number branch. The invoice's records will be examined before it's handed over to the finance department for bill settlement. I also attempt to participate in "Mesyuarat Ketua Jabatan Kawalan & Pemulihan Bil. 04/2023" which is attended by JKP Officers, Executives, Manager, and Head Department. They requested that I take notes and prepare meeting minutes for this meeting. Other than that, I assist staff preparing Borang A for several parties include client, lawyer and Tribunal Court by organize and make photocopy to be reviewed by Head Department. Then, proceed the documents to all parties. Lastly, I assist employees in organising and creating photocopies of Borang A for multiple parties, including the client, the attorney, and the Tribunal Court. All the copies will be review by Head Department before proceed it to postage.

6.3 Gains: Intrinsic and Extrinsic Benefits

Over the course of my internship, Co-opbank Pertama Malaysia Berhad grants me with an allowance of RM600 per month until August and a laptop with mouse to carry out my work in the company. The laptop, however, is only usable at work; it cannot be taken home. Thus, they connected my laptop to their main server to wase me do any task including scanning, access their system, access customers' account information and more. However, when it came to meals and accommodations, I didn't always get consistently. The CBP did not plan accommodation for their workers while I was staying alone in apartment at Cyberjaya. I will commute to work via public transport every day, such as the Rapid Bus, Monorail Kuala Lumpur and Mass Rapid Transit (MRT) Putrajaya.

Overall, working at Co-opbank Pertama Malaysia Berhad allowed me to pick up a lot of technical skills and information. I came to the realisation that working for CBP had improved my personal development. I had been multitasking to complete several duties quickly in order to meet the supervisor requirements. For instance, I had to call several distinct PT account customers while assisting other staff with their tasks. I've had to stay at work till 6 o'clock on occasion to complete assignments. Additionally, having to complete the assignment improves my communication skills, particularly when I have to interact with clients on site visits, place calls, and support staff on mention case at Tribunal Court.

On top of that, I worry about being on time, which is crucial for completing any assignment because procrastination steals time. The practise of organising and planning how to divide time among different activities is known as time management. My effective time management enabled me to operate more efficiently and avoid overcomplicating things. I also learn how to use Microsoft Word and Excel more effectively and how to increase my typing speed because I need to conduct tasks like take meeting minutes, enter data, and more.

Besides that, I also gained knowledge about key function of Control & Recovery Department. This include comprehensive knowledge on the system of rules, practices, and processes by which the CBP is controlled, roles of different staff under Control & Recovery Department in governing department needs, roles of leader of department include Head Department, Co-Head Department and Department Manager in assessing the overall direction of department and its activities, and synergy between different departments in augmenting each other's responsibilities to ensure smoothness and success in operations.

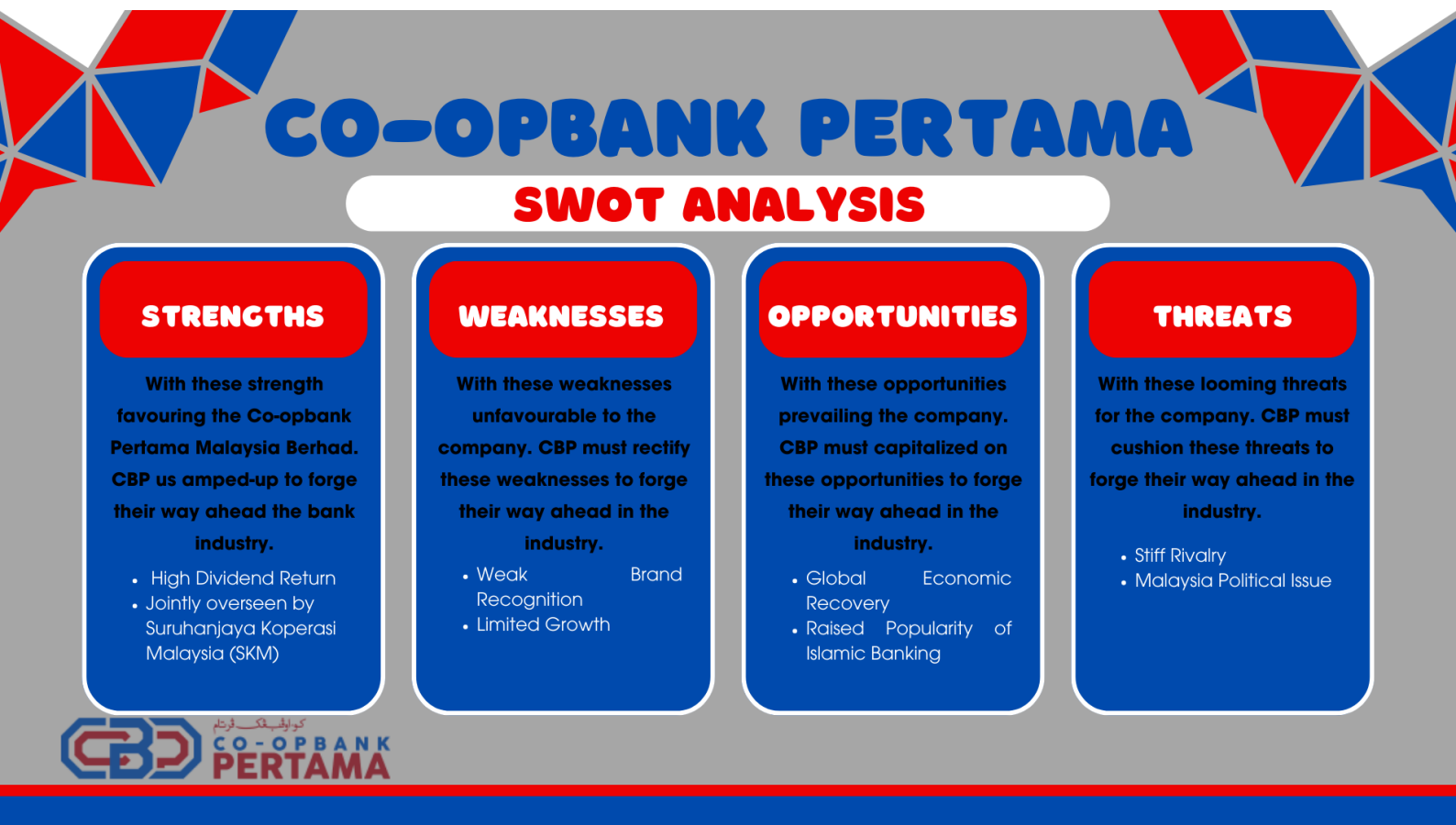


Figure 2.1: Co-opbank Pertama Malaysia Berhad SWOT Analysis Mind map

7.1 Discussion and Recommendation

7.2 STRENGTH

7.2.1 High Dividend Return

Within the six months that I have been conducting my industrial training, I have learned that Co-opbank Pertama Malaysia Berhad is built on member participation through the incorporation of shares. Individual Members and Cooperative Members make up CBP membership. I understand that CBP's purpose is to give the best possible return to customers and members. Furthermore, Datuk Baharom Embi, the CBP Chairman, stated that "we have already proposed a dividend payment of 6.3 percent to SKM, despite the recent economic instability, the planned rates are competitive, since profits are achieved." after the CBP Year 2022 Performance Presentation in May. (Alias, 2023)

This demonstrates that CBP is able to give significant dividend payments to their members, which include both individual and cooperative members, because CBP earned RM103.43 profit before tax for the fiscal year ended 31st December 2022, the highest figure since its founding in 1950. It is a roughly 20% increase above the previous year's record of RM86.14 million. Dividend payments demonstrate that CBP have significant quantities of earnings and, as a result, are typically strong firms with outstanding long-term success prospects. CBP nowadays often known by public because of their high dividend return on these several years which also lead to the rising in membership. The rising of dividend also can be seen by the record of CBP dividend return on Annual Report are as below:

	2018 (RM'000)	2019 (RM'000)	2020 (RM'000)	2021 (RM'000)	2022 (RM'000)
Aset	3,610,709	4,290,171	5,781,778	6,065,820	7,734,765
Dana Pemegang Syer	687,760	1,005,840	1,062,602	1,027,142	1,097,507
Modal Syer	417,708	654,404	695,096	680,451	735,189
Syer Keutamaan	241,882	252,191	252,034	252,002	250,244
Pembiayaan Bersih	2,494,165	2,977,686	3,805,480	4,133,334	5,048,191
Deposit Pelanggan	2,716,049	3,184,071	4,607,119	4,926,378	6,267,929
Keuntungan	52,698	73,953	84,165	86,135	103,477
Zakat	1,400	1,700	2,135	2,302	3,098
Kadar Dividen Modal Syer	7.0%	5.5%	6.0%	6.1%	6.3%
Kadar Dividen Syer Keutamaan	6.2%	6.1%	6.7%	6.82%	6.88%
Jumlah Dividen Modal Syer	21,200	29,993	41,370	41,756	43,698
Jumlah Dividen Syer Keutamaan	9,600	15,321	16,886	17,187	17,215
Bilangan Anggota Individu	84,357	90,713	91,730	90,854	90,365
Bilangan Anggota Koperasi	684	707	729	747	768

Figure 3.1: Co-opbank Pertama Malaysia Berhad Highlight of Achievement for 5 years

Furthermore, CBP dividends are exempt from zakat. Mandatory Zakat contributions have decreased, and the CBP Shariah Committee has confirmed that dividends received by members are not required for Zakat contribution. This is due to the fact that Islam does not require the zakat obligation to be paid twice from the same property and haul after CBP pays business zakat for the fiscal year ending each year. If a member saves the pay-out as a savings property until the next haul is sufficient, Zakat is owed on the member's savings on the members' own responsibility for successive zakat hauls.

Despite this strength, I believe that **the best way** to increase or maintain the current CBP high dividend return is to pay out dividends to remunerate shareholders while holding earnings to absorb potential future losses. Shareholders and bank managers may have an incentive to pay out dividends,

particularly if alternative investment possibilities in the financial market provide higher yields than bank equity. In a downturn, if unchecked by regulators, this might erode bank balance sheets and leave them less prepared to withstand losses. Dividends can thus be maintained even if there is a reduction in financial flow and a negative economic situation. In addition, when larger firms with higher growth potential and firms with less concentrated ownership have dividend reputations, future returns are higher. (Kim, 2021)

7.2.2 Jointly Overseen by Suruhanjaya Koperasi Malaysia (SKM)

Since its founding, the Co-opbank Persatuan has expanded its services to the banking industry, encompassing a wide variety of financing products to individuals, cooperatives, and enterprises, as well as a wide range of savings and investment products. On September 15, 2014, the Co-opbank Persatuan received recognition from Suruhanjaya Koperasi Malaysia (SKM) to function fully as a Co-opbank. With the following recognition, Co-opbank Persatuan has established itself as Malaysia's second largest Co-opbank. Cooperative financial institutions comprise a variety of member-owned financial intermediaries variously referred to as credit unions, savings and credit cooperatives, cooperative banks. (McKillop, French, Quinn, Sobiech, & Wilson, 2020)

The fact that Suruhanjaya Koperasi Malaysia (SKM), the regulatory agency in charge of regulating cooperative operations in Malaysia, shares oversight with Co-opbank Pertama has a substantial positive impact on the institution. For the bank, this relationship offers a number of significant benefits and strengths.

In the first place, being jointly supervised by SKM guarantees that Coop Bank Pertama complies with all rules and regulations established by the cooperative regulating authority. Maintaining the bank's credibility and dependability among its customers and the cooperative community depends on regulatory compliance. It gives stakeholders reassurance that the bank adheres to cooperative ideals while conducting business in a transparent and accountable manner.

Additionally, SKM's shared oversight improves Coop Bank Pertama's understanding of and support for the industry. SKM can offer the bank insightful information on market trends, regulatory shifts, and cooperation tendencies. This market expertise enables Coop Bank Pertama to stay current and modify its tactics as necessary to meet the changing needs of cooperative banking clients. Additionally, SKM's assistance can be crucial in resolving issues unique to the cooperative banking industry and putting best practices into effect to improve the bank's operations.

There are **numerous suggestions** to capitalize on the advantages of Suruhanjaya Koperasi Malaysia (SKM) jointly supervising Coop Bank Pertama. One of it is create financial products and services that specially address the needs of cooperative members: Work closely with SKM to create financial products and services that particularly address the needs of cooperative members. This could incorporate specific savings accounts, specialty financing choices, and investing strategies in line with cooperative ideals and goals. By following these suggestions, Coop Bank Pertama can position itself as a top cooperative bank and make the most of its shared monitoring by SKM. This strategy improves the bank's commitment to cooperative principles and values, member participation, and the cooperative identity of the organization.

7.3 WEAKNESS

7.3.1 Weak Brand Recognition

The biggest flaw I discovered with Co-opbank Pertama Malaysia Berhad was that the majority of people did not know who they were. I also was unaware of the name Co-opbank Pertama Malaysia Berhad prior to the commencement of my internship program until I came across it online while looking for internship applications. Then I understood that Sri Manjung, Perak, one of the CBP's newest branches that opened last year, was developed around my hometown. At first, I believed CBP to be a brand-new organization in the banking sector, but later I came to understand that CBP was simply an existing bank with a new name. The same is true with my acquaintances; they don't all seem to be familiar with CBP very well because it seems like a relatively new brand in Malaysia.

Because CBP changed the name of their business on September 13, 2019, this is one of the key reasons why some people don't know who they are. The history of CBP indicates that the company's initial name was "The Province Wellesley Co-operative Banking Union Limited" and that this rebranding has occurred more than once. The name was later changed to "Bank Persatuan Kerjasama Seberang Perai Berhad" in 1959, "Koperasi Bank Persatuan Malaysia Berhad" in 1995, and finally "Koperasi Co-opbank Persatuan Malaysia Berhad" in 2014. On April 29, 2018, the Association's 59th Annual General Delegates Meeting accepted an amendment to the CBP By-Laws (UUK) that will alter the CBP name from "Koperasi Co-opbank Persatuan Malaysia Berhad" to "Koperasi Co-opbank Pertama Malaysia Berhad" going forward. Therefore, the repeated rebranding of the CBP name has resulted in low public recognition. (Co-opbank Pertama Malaysia Berhad, n.d.)

Furthermore, CBP hardly ever receives individual recognition because it prefers to focus on cooperative companies, where it is well known among businesses as a lender bank rather than individuals, especially the younger generation, as its primary target market. Because of this, CBP rarely advertises to the public on a large scale because businesses and corporations are already aware of them.

Being able to rapidly grab customers' attention and maintain their interest while ensuring that they remember brand is a key component of having a strong brand awareness. (Survey Monkey, 2021) Brand recognition guarantees company is connecting with and leaving a positive impression on its services received. The public's lack of brand recognition for CBP **can be improved** by engaging with customers through a variety of channels. Create and maintain a relationship between buyers and sellers using CBP brand. The most effective internet technique for establishing a connection with customers is social networking. They're a brilliant technique to present goods or services to devoted clients on a regular basis. An excellent method to share beneficial consumer and business-related tips is to engage the audience through social media channels. For instance, most major businesses in Malaysia create engaging advertisements related to public holidays like Hari Raya Aidilfitri to draw viewers. Additionally, they advertise their business through creating emotional connections with the audience. As a result, brand experiences should be considered a key driver of brand equity in addition to brand awareness and cognitive associations. (Esch, et al., 2012)

7.3.2 Limited Growth

A cooperative bank founded in accordance with the Co-operative Societies Act of 1993, Co-opbank Pertama Malaysia Berhad is jointly governed by the Co-operative Society Commission (SKM). A cooperative bank's primary responsibility is to offer credit and other banking services to the cooperative's members. Due to this, CBP is unable to effectively develop their brand or product into international markets, where there are more prospects for profit. The banking sector is expanding more quickly than the business. In such a situation, CBP must carefully examine the sector's numerous patterns and determine what it needs to do to spur future growth. This condition prevents CBP from competing on an equal footing with commercial banks or other cooperative banks like Malayan Banking Berhad (Maybank), which continues to be ranked first among Malaysia's banks, and Bank Kerjasama Rakyat Malaysia Berhad (Bank Rakyat), which is ranked first among the country's cooperative banks. It can be proven by the terms and conditions of CBP membership, and only Malaysian citizens and permanent residents are eligible to apply. The restriction might make CBP remain at the same level for a very long time.

It is advised that CBP develop a clear plan for their banking products and services because this will determine how well received, they are when they grow worldwide. When considering an expansion, conduct thorough market research to identify prospective demand sources and determine how the proposed product or service will fit into the existing marketplace. In fluctuating marketplaces, having a clear product or service strategy will help them define and redefine themselves. This makes it easier for potential clients and customers to learn about CBP and the services it offers. It can be challenging to introduce new goods or services to established markets; the secret to your success on a global scale will be to better grasp what will lead customers to choose CBP brand.

7.4 Opportunities

7.4.1 Global Economic Recovery

The Malaysian economy gained speed in 2022 after recovering from the economic blow brought on by the pandemic as its growth rate consistently outperformed forecasts. A growth rate of 5% year over year was recorded in the first quarter of 2022. Compared to the 3.9% obtained in the fourth quarter of 2021, this rate was impressive. Through 2022, the pace stayed the same. A growth rate of 8.9% was recorded in the second quarter, while a rate of 14.2% was attained in the third. The pandemic's crippling effects on **Malaysia's economy** (economy) were being reversed, according to the strong growth rates. An increase in private consumption was the most important indicator of recovery. The third quarter of 2022 had a 15% year-over-year increase in consumption. These measures have shattered the core sustaining pillars of modern world economies. Currently, the economic shock arising from this pandemic is still being weighed. Data remains in flux, government policies oscillate, and the killer virus seeps through nations, affecting production, disrupting supply chains and unsettling the financial markets. As the year went on, the labour market also began to improve. Statistics on unemployment moderated during the year. (Bachman, 2020)

In 2023, Malaysia's economy is predicted to increase by 4.0 percent despite a predicted downturn in external demand. This comes after a 7.8 percent recovery last year that was higher than anticipated. Overall, Malaysia performed well in 2022, which was likely influenced by withdrawals from the Employees Provident Fund (EPF), which led to stronger private consumption there than in other nations. Improvements in the job market, other government policy actions including raising the

minimum wage, and cash assistance programs like Bantuan Keluarga Malaysia also contributed to the support system. Further improvement in labour market conditions, continued implementation of multi-year investment projects and higher tourism activity are expected to support private consumption and investment growth.

During the current period of global economic recovery, Coop Bank Pertama **has the chance** to concentrate on assisting small and medium-sized businesses (SMEs) by offering customized financial products and services. SMEs are essential to economic growth, and Coop Bank Pertama can assist these companies in navigating the recovery stage and growing their operations by providing flexible financing alternatives, business advice services, and digital solutions. In order to ensure a resilient and client-centric approach to banking in a recovering global economy, the bank can also take advantage of the opportunity to invest in digital transformation, promote green and sustainable financing, forge strategic collaborations, prioritize customer education and financial literacy, engage in community development, and enhance risk management procedures.

7.4.2 Raise Popularity of Islamic Banking

To promote banking practices that adhere to Islamic principles, Bank Islam Malaysia Berhad was established in 1983 and introduced Islamic banking to our economy. Ten years later, a program known as the interest-free banking program, was launched with the aim of promoting and propagating Islamic banking even more. To satisfy the public's need for a choice for their banking needs, the Malaysian government has been supporting and promoting the recently adopted banking practice through Bank Negara. Malaysia has long been recognized as a leader in developing products based on Islamic ideals by other Muslim nations, even at its infancy. Since 1993, Co-opbank Pertama Malaysia Berhad has been pursuing Islamic banking because it saw a chance to expand into both the Muslim and non-Muslim markets. Product innovation may be a driving force behind the company's market share growth. With careful planning, CBP has a wonderful opportunity to take advantage of Islamic banking and lead the banking industry. Rapid Muslim Malay population growth and improving living standards in Malaysia may enhance the popularity of Islamic finance as a keen alternative to conventional financing mechanisms. In addition, investors from the Middle East and Asia are increasingly seeking to invest in products that are in line with their religious beliefs.

Religion as the sole motivation for choosing Islamic banks is inadequate. (Saini, Geoff, & Loonat, 2011). Coop Bank Pertama **may take the following tactics** into practice in order to increase interest in Islamic banking. First, education and understanding to raise public understanding of the tenets and advantages of Islamic banking, Coop Bank Pertama might launch educational programs and initiatives. To educate people and businesses about Islamic financial principles, goods, and services, this can involve planning seminars, workshops, and community outreach initiatives. Second, partnerships with Islamic academics and Institutions to improve its Islamic banking services, Coop Bank Pertama can work with Islamic academics and institutions. By working together, the bank will be able to ensure that its processes and products adhere to Shariah law. Working with reputable institutions and academics helps increase the legitimacy and dependability of Coop Bank Pertama's Islamic banking operations. Lastly, technology and Digital Solutions to offer a seamless and practical Islamic banking experience, Coop Bank Pertama can invest in **technology and digital solutions** (technology). This can include user-friendly mobile banking applications, online channels for transactions that adhere to Shariah, and digital channels for accessing Islamic financial data and services. Promoting accessibility and convenience can draw tech-savvy customers looking for Islamic financial services.

7.5 THREAT

7.5.1 Stiff Rivalry

In Malaysia, Co-opbank Pertama Malaysia Berhad is the second-best cooperative bank, with Bank Rakyat holding the top spot. In this instance, it demonstrates Bank Rakyat as one of CBP's fierce competitors, with a better dividend yield than CBP. The Cooperative Ordinance 1948 also known as the Cooperative Societies Act 1993 allowed for the establishment of Bank Rakyat on September 28, 1954. As of the end of December 2022, Bank Rakyat had assets reaching RM117.33 billion, making it the largest Islamic cooperative bank in Malaysia. Additionally, Bank Rakyat has 127 Ar-Rahnu X'Change locations nationally and 148 branches with more than 989 automated teller machines (ATMs) and cash deposit machines (CDMs), outperforming CBP in terms of assets. These banks operate on cooperative principles and focus on serving specific communities or sectors. (Zainal, 1999) They may offer similar products and services, making it crucial for Coop Bank Pertama to differentiate itself through its customer service, product offerings, or value-added benefits.

Due to the fact that both banks serve the same market and similar consumer demographics, there is potential for major competition between Coop Bank Pertama and Bank Rakyat. The following are some elements that fuel their conflict. Firstly, **focus on Cooperative Banking**. As member-owned financial institutions, Bank Rakyat and Coop Bank Pertama both conduct business as cooperative banks. They are in direct competition with one another for the same target market due to their shared cooperative structure. Then, **similar clientele** since both banks cater to customers looking for cooperative banking services, such as savings accounts, loans, and other financial goods. The two banks' competition is heightened by their shared target demographic. Other than that, **offer a variety of banking services and products**: including savings accounts, current accounts, loans, and investment opportunities. In order to draw and keep clients, businesses compete by providing competitive interest rates, fees, and cutting-edge product features.

CBP must consistently examine client demands, reinvent their goods and services, and set themselves apart from the competition through top-notch customer service, aggressive pricing, and successful marketing tactics. **To keep ahead of the competition**, Co-opbank Pertama must carefully analyse the market environment, adjust to shifting client demands, and pursue continual development. Coop Bank Pertama might highlight its distinctive value propositions, such as its cooperative structure, customized customer service, community involvement, competitive interest rates, or specific products for its target market, to stay competitive against these rivals. It can also use technology to improve its capabilities for digital banking, provide convenient and secure banking experiences, and spend money on targeted marketing and branding initiatives to set itself apart from rivals.

7.5.2 Malaysia Political Issue

Politics (political) may have several effects on Coop Bank Pertama, such as changes in regulations, uncertainty in the economy, and lowered consumer confidence. First, political unrest or a change in political leadership may trigger regulatory alterations that influence the banking industry. It's possible that Coop Bank Pertama will have to modify its procedures in order to abide with new rules and guidelines. This can entail changing its procedures, updating its financial products and services, or completing more reporting requirements. Resources are needed for regulatory change adaptation, which could cause short-term interruptions or issues for the bank.

Second, political concerns can lead to economic uncertainty, which has an impact on both enterprises and people. Political events that affect the economy, like as changes in governmental policy, may have an effect on Coop Bank Pertama's operations and profitability. Loan demand, interest rates, and investment choices may be impacted by changes in exchange rates, trade policy, or government spending. Accordingly, the bank might need to modify its strategies and risk management procedures. There are both long and short run relationship between political instability, economic growth in Malaysia, with economic growth being the strongest driver for political instability. (Nazeer & Masih, 2017)

Thirdly, political unrest may have an impact on consumer confidence. People and businesses may become more careful with their spending and investment activities when political difficulties are present. This may have an effect on Coop Bank Pertama's capacity to draw new clients, broaden its clientele, and foster corporate growth. The profitability and general performance of the bank may be impacted by slower loan demand or a decline in deposits brought on by diminished consumer confidence.

The following **suggestions** can help Coop Bank Pertama navigate and lessen the effects while dealing with potential political effects. First, stay informed and responsive by keep a close eye on political developments and be aware of any adjustments to laws or policies that may have an impact on the banking sector. By being informed, the bank can quickly evaluate any potential effects and proactively modify its plans, operations, and compliance controls as appropriate. Second, promote transparency and trust to allay any stakeholder worries, Coop Bank Pertama should place a strong emphasis on transparency and uphold the highest standards of moral behaviour. This may entail improving disclosure procedures, often sharing information and the bank's actions, and reaffirming its dedication to the cooperative ideals of accountability and integrity. The bank can lessen any unfavourable perceptions brought on by political difficulties by actively displaying transparency and dependability.

8.0 Conclusion

To summarise, my internship at Co-opbank Pertama Malaysia Berhad has provided me with a huge array of knowledge, skills, and exposure.

I've been thinking about how I can put the wealth of knowledge I've accumulated to good use. The internship experience allows me to benefit from my bachelor's degree while establishing my career. With the advantage of being alert and eager to study, I was able to not only benefit from my previous tutoring, but also enhance the information with constant improvement in accordance with the changes that were occurring at the time.

I was able to connect the connections throughout my time here at this organisation; I can also profit from my experience and generate synergy with other areas of interest outside of my specialisation. This includes gaining a better understanding of domains of expertise other than banking operation improvement in accordance with the developments that are occurring concurrently. It involves a dash of communications, finance, investment, control, recovery, and many other things in my case at Co-opbank Pertama Malaysia Berhad. When discussing the internship's important takeaways, I emphasised a value that is often forgotten - sustainability. With a clear grasp of the significance of sustainability, I set a personal aim of incorporating it into a variety of activities I intend to pursue.

Career-wise, the internship experience broadened my understanding of how to generate values not just in the oil and gas industry, but also in other industries. There are various elements to examine that differ from what I learned at university. These include information on how to behave in a business setting, technical and soft skills required, and a global perspective on how markets and sectors operate. As I progress, I learn plateaus and create a foundation of abilities in the early stages of my professional development, which allows me to be deliberate about my vision and navigate multiple positions till I obtain the perfect picture of what I want myself to be in the long run.

From this time forward, I seek to create and bring positive, sustainable values to the world – to many more opportunities ahead!

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10.0 Appendices



Figure 4.1: Hari Raya Aidilfitri Feast with Co-opbank Pertama Malaysia Berhad at PWTC



Figure 4.2: Part of Co-opbank Pertama Malaysia Berhad HQ & Setapak Branch Staff



Figure 4.3: Process of managing ‘Surat Kempen Pemulihan Pembiayaan CBP’

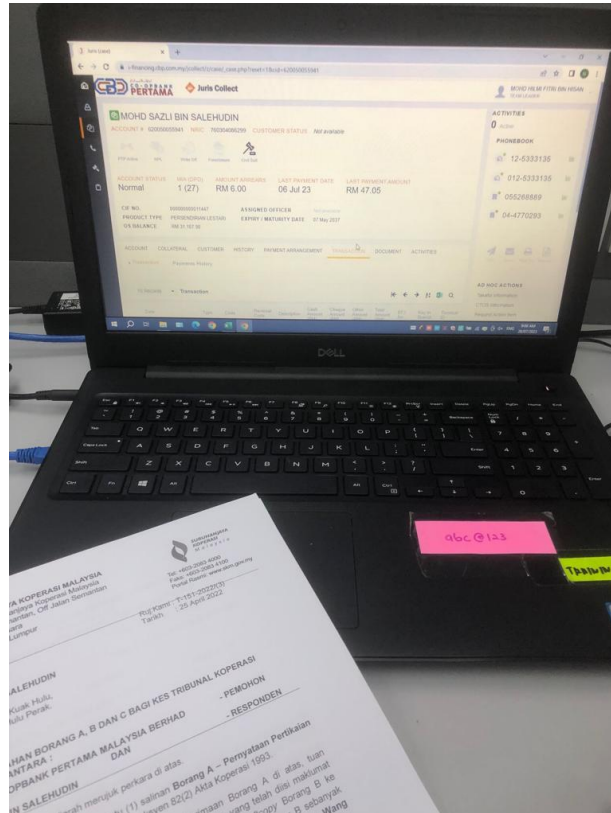


Figure 4.4: Uploading Client Document into Juris CBP system



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Coordinator

Unit Jaminan Kualiti Akademik (UJKA)
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Faculty : FACULTY OF BUSINESS AND MANAGEMENT

Programme : BACHELOR OF BUSINESS AND MANAGEMENT (HONS.) FINANCE

Title : A SWOT ANALYSIS OF CO-OPBANK PERTAMA MALAYSIA BERHAD

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06 August 2023

1st advisor's signature and stamp

Name : Assoc. Prof. Dr. Mahyudin Ahmad
Department of Economics
Faculty of Business and Management
Universiti Teknologi MARA Perlis Branch









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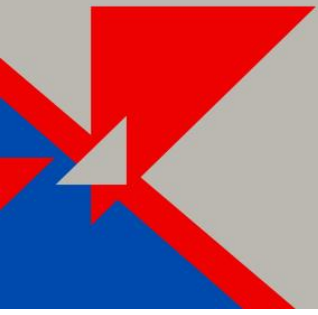
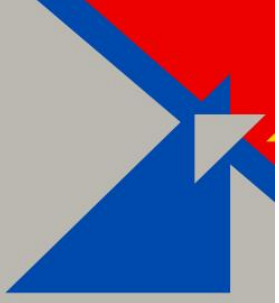
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