

HRM666 INDUSTRIAL TRAINING REPORT



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1.0 EXECUTIVE SUMMARY

Throughout my internship at Bank Islam Malaysia Berhad (BIMB), I, as an intern, had the chance to gain valuable insights and practical experience in the operations of a prominent Islamic financial institution in Malaysia. This internship aimed to shed light on various aspects of the bank's functioning, providing an in-depth understanding of its commitment to Islamic banking principles, customer service, and efforts to expand in the competitive financial market. The internship offered diverse learning opportunities, enabling me to actively contribute to the bank's daily activities. This hands-on experience provided a practical grasp of how theoretical concepts are applied in a real-world financial setting.

A key element of the report is the SWOT analysis conducted on Bank Islam Malaysia Berhad. The analysis focused on identifying the bank's strengths, weaknesses, opportunities, and threats, facilitating a comprehensive assessment of its overall performance. Through this analysis, I gained a more strategic perspective on the bank's position and its potential for growth and improvement. Additionally, the report underscored my personal insights and observations during the internship, enhancing the accuracy and relevance of the findings. Personal experiences offer a unique perspective that complements the data-driven analysis, providing a more holistic understanding of the organization and its operations.

In summary, this internship report delivers an insightful and comprehensive overview of my experience at Bank Islam Malaysia Berhad. It highlights significant learning opportunities, contributions, and observations made during the internship, offering valuable information about the bank's dedication to Islamic banking principles, customer service practices, and strategic expansion efforts. The SWOT analysis of BIMB facilitates a strategic evaluation of the bank's position in the dynamic and competitive banking market, guiding informed decision-making and pinpointing potential areas for growth and improvement.

3.0 COMPANY PROFILE

Company Background



Bank Islam logo

Bank Islam Malaysia Berhad, often referred to as Bank Islam, stands as a prominent Islamic financial institution within the Malaysian landscape. Its establishment in 1983 marked a pivotal moment in the progression and advocacy of Islamic banking and finance in the nation. As a bank that strictly adheres to Shariah principles, Bank Islam has earned a commendable reputation for its unwavering dedication to ethical banking practices and financial services. This essay delves into the company's historical narrative, its core mission, and its notable contributions to Malaysia's financial milieu.

In 1983, Bank Islam embarked on its journey, becoming the pioneering Islamic bank in Malaysia. This milestone was instrumental in reshaping the financial sector within the country, introducing an Islamic alternative to conventional banking that adhered to Islamic principles. Over the years, Bank Islam has consistently broadened its spectrum of offerings, displaying adaptability to the evolving dynamics of market demands and customer preferences.

3.0 COMPANY PROFILE



Mohd Muazzam Mohamed, CEO of Bank Islam

At the core of Bank Islam's operations lies an unwavering commitment to delivering Shariah-compliant financial solutions that foster economic and societal advancement. The bank's mission revolves around being a leading and innovative Islamic financial institution that provides exceptional services while upholding the highest ethical standards. Key values such as trust, integrity, and customer-centricity underscore its dedication to catering to a diverse customer base.

With an expansive network of branches and ATMs spanning across Malaysia, Bank Islam has effectively ensured that its services remain within reach of a wide cross-section of the population. This extensive presence contributes significantly to financial inclusion, enabling individuals and businesses, regardless of their geographic location, to avail themselves of Islamic banking services.

Bank Islam Malaysia Berhad's extensive historical legacy, its resolute mission, and its notable contributions to the domain of Islamic finance firmly establish it as a pivotal entity in Malaysia's financial sector. Its continued evolution and innovative endeavors reaffirm its commitment to serving customers and fostering growth within the Islamic banking industry. Bank Islam's legacy stands as a testament to the potential and success of ethical and responsible Islamic finance, thereby setting a noteworthy example for the industry.