



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

# INDUSTRIAL TRAINING AT MAYBANK KUALA KANGSAR

1 September 2023 – 9 February 2024

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ADMINISTRATION (HONS.) HUMAN RESOURCE  
MANAGEMENT**



## **EXECUTIVE SUMMARY**

An internship is the final course for all undergraduate programmes in the Faculty of Business and Management. A student is required to complete an internship, also known as on-the-job training, in areas related to our course and subject concentration. This internship programme functions as practical training for students to gain knowledge, skills, and feel the environment of the workplace to gain work experience and responsibility in carrying out tasks set by the employer. This practical training would improve the task's practical abilities, knowledge, and attitude.

I have successfully completed my Industrial Training Report at Malayan Banking Berhad in Kuala Kangsar Branch. My internship period starts on September 1, 2023 and ends on February 9, 2024. From my view, Malayan Banking Berhad is the best place for me to gain experience, skills, knowledge, and learn.

Malayan Banking Berhad is the largest banking and financial services provider in Malaysia and other countries. Maybank is Malaysia's largest bank, with approximately 374 local branches and 90 abroad branches and offices. Maybank conducts business in several countries, including the Philippines, Brunei, Singapore, Indonesia, Cambodia, Vietnam, Papua New Guinea, New York, London, Hong Kong, Bahrain, and more.

This report will analyze the SWOT of Maybank. SWOT analysis is a method of identifying and evaluating an organization's strengths, weaknesses, opportunities, and threats. SWOT helps in evaluating internal and external factors that may affect the business. To summarize, the conclusion of the SWOT analysis component helps the reader understand why the analysis is essential and vital by assessing positive and negative factors within and outside the firm.

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## **2.0 COMPANY'S PROFILE**

### **2.1 Name, Logo & Location**



**Name** : Malayan Banking Berhad (MAYBANK)

**Location** :

Headquarters:

MALAYAN BANKING BERHAD (MAYBANK)

Menara Maybank, 100,

Jalan Tun Perak,

50050 Kuala Lumpur

Branch:

Maybank Kuala Kangsar Branch

68-70 Jalan Raja Bendahara,

Fasa II Bandar Baru,

33000 Kuala Kangsar,

Perak.