



◆ HRM666

Industrial Training Report

at Malayan
Banking Berhad

1 Sept. 2023 - 9 Feb. 2024



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II. EXECUTIVE SUMMARY

My time spent in industrial training at Malayan Banking Berhad (Maybank) was irreplaceable and unforgettable. The duration was from 1 September 2023 until 9 February 2024. This report summarizes my training experience and the results of six months of internship at Maybank.

Starting with the introduction of company background including the products and services that it offers. After that, I talk about my training regarding what I learned, how I did it, what I discovered, and what I accomplished during my time there. Furthermore, as in the SWOT analysis section, the key findings are centred on a range of critical elements, which are strengths, weaknesses, opportunities, and threats. The analysis will be reviewing into political, economy, social, technology, environmental and legal (PESTEL) aspect that related to the organization. The discussion and suggestions section covers the SWOT analysis of Maybank.

I was sent to the CFS department, which stands for Community Financial Services. Due to the work of front office, my job at the bank mainly involves interacting with customers on daily basis for instance I assisted customers who were having issues with their online banking or with the ATM I also introduced potential customers to our products and services. Reflecting on the internship, I appreciate the variety in customer interactions. Each situation required a unique approach, whether it was providing information, resolving problems, or offering reassurance. Building positive relationships with customers is key to ensuring their satisfaction and trust in the bank's services.

In summary, my internship experience at Maybank was so priceless. It provides me first-hand exposure to the industry and offer opportunities to develop a wide range of skills includes communication, time management, adaptability, teamwork, and fostering problem-solving skills. These are all aspects that may assist in the development of positive character. In turn, empowers us to make life-changing decisions and become better individuals.

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1.0 INTRODUCTION

1.1 OVERVIEW

The Industrial Training Programme, often known as internship, with the course code HRM666, is a mandatory requirement for all Human Resource final semester students at UiTM Perlis, Arau. Trainees must choose a single company where they will complete their internship and must successfully complete 24-weeks of internship. The purpose of an internship is to offer students the opportunity to get practical experience in a professional environment, in addition enhancing their prospects of becoming a valuable employee with both extensive knowledge and strong abilities. Students are also expected to get a comprehensive understanding of the real-work environment and the specific needs that may vary depending on the organization. To summarize, the whole point of industrial training is to allow students to integrate what students have learned in the classroom and gain significant exposure while building new connections in the industry.



3.0 COMPANY PROFILE

3.1 COMPANY BACKGROUND



Figure 1: Maybank Ipoh Garden Branch Building

When Maybank was first established in 1960, it was housed in a modest shop on the corner of Jalan H S Lee in Kuala Lumpur. In Malaysia, it was the country's first community bank. Khoo Teck Puat, a business mogul, founded it in Malaysia. Furthermore, of all the firms listed on the Bursa Malaysia in 1962, it was the one with the highest market capitalization. Maybank is also one of Southeast Asia's largest banks, ranking among the top five, with total assets over USD203 billion.

Maybank operates more than 450 branch offices and 2,500 ATMs. It provides a comprehensive array of corporate, business, and dual banking services. Maybank has a well-established presence in the local market, either individually or as a whole. The company operates more than 20 branches throughout Singapore, the Philippines, and other Southeast Asian nations like Vietnam, Indonesia, Papua New Guinea, and Brunei.



3.2 DETAILS

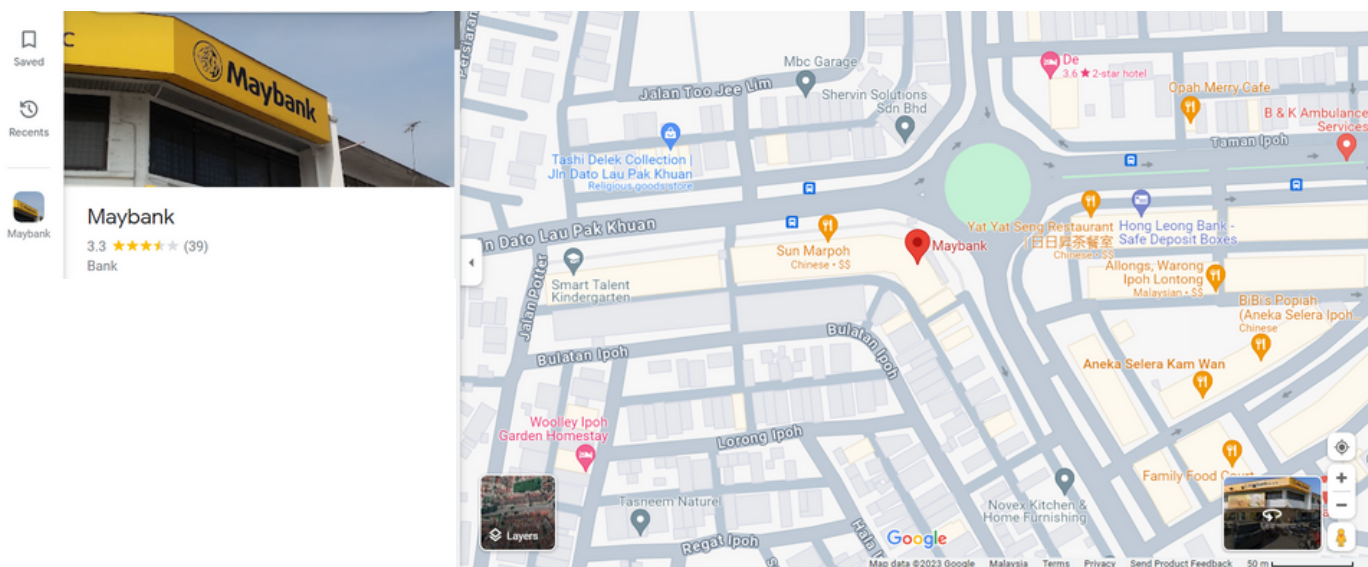


Figure 2: Location of Maybank Ipoh Garden

ADDRESS	Ipoh Garden Branch, 112, Jln Canning Estate, Ipoh Garden, 31400 Ipoh, Perak
WORKING DAYS	Monday to Friday
WORKING HOURS	9:30 a.m. - 4:00 p.m.
REST DAYS	Saturday & Sunday



3.3 VISSION

To Be A Regional Financial Services Leader

3.4 CORE VALUES



Figure 3: Core Values

Our T.I.G.E.R Core Values serve as a guide for all Maybank employees as we work to realize our goal of humanizing financial services.

3.5 MISSION



Humanising Financial Services

- Make financial services clear, understandable, and accessible.
- Create trusted partnerships to ensure a sustainable future.
- Show everyone respect, dignity, fairness, and integrity.



3.6 OBJECTIVE

- Increase the focus on the customer.
Using a fully agile and iterative process, the MVP is created by visualizing the final state model and customer journeys.
- Quicken the process of modernizing technology and going digital.
Platform for end-to-end STP that connects to financial ecosystems as well as those outside of it.
- Bolster Maybank's standing outside of Malaysia.
Regionalization of product and commercial solutions, together with platforms and applications for technology, with a distinct Malaysian lead.
- Encourage Leadership in the Agenda for Sustainability.
Enlarged to include ethical banking concepts, increase social effect, and carry out the decarbonization plan.
- Attain Genuine Worldwide Leadership in Islamic Finance.
Leading provider of Islamic wealth management (IWM) globally, with the Middle East and ASEAN as its spokes and Singapore as its center.



3.7 ORGANIZATION CHART

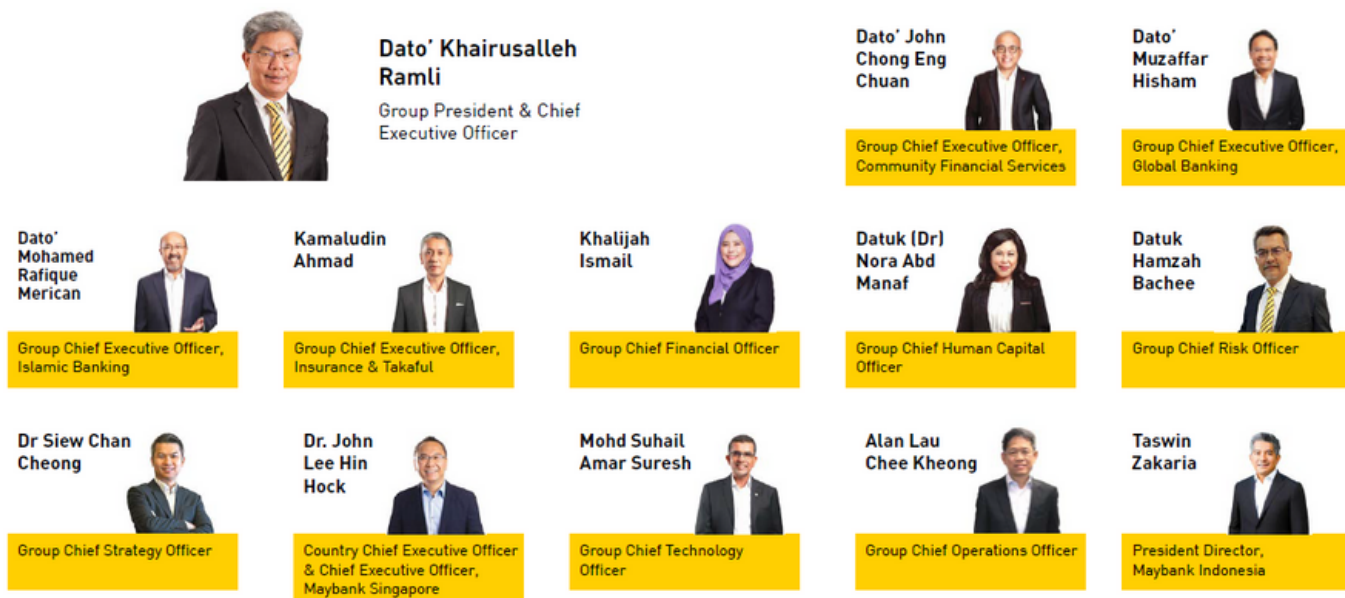


Figure 4: Board of Directors

BRANCH ORGANIZATION CHART

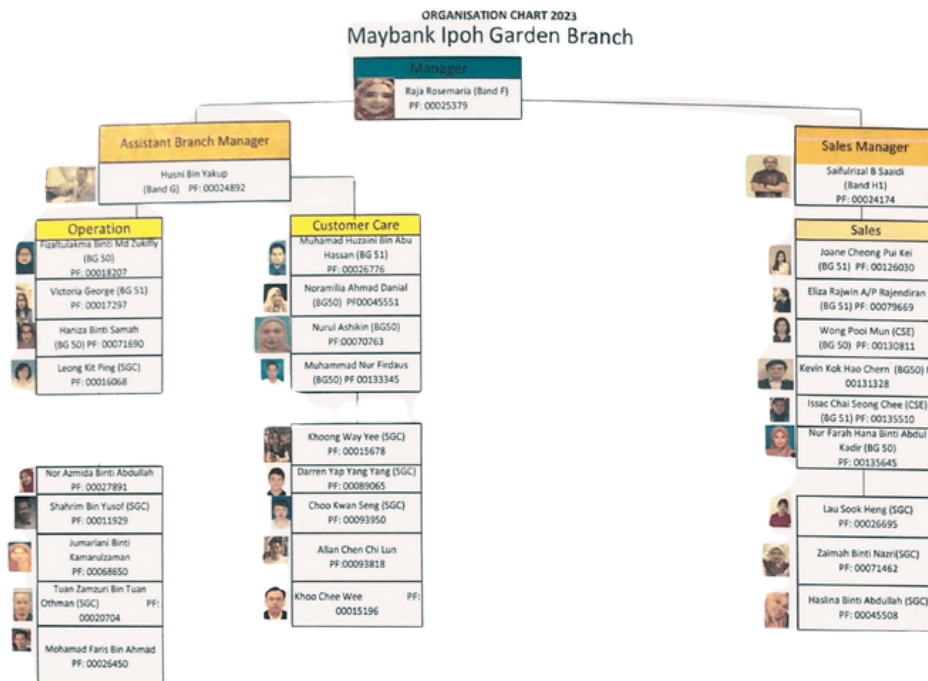


Figure 5: Organizational Chart



4.0 DEPARTMENT AND RESPONSIBILITIES

4.1 TRAINING'S REFLECTION

There are three primary departments at Maybank Ipoh Garden which are CCA, Operation and Credit department. I was placed in the Community Financial Services (CFS) unit under customer service department as a greeter for six months training. Working in this department is more front-line, meaning that we must respond to all customers inquiries before transferring them to the responsible officer in charge who will address their concerns. Most of the time, I will assist customers with digital issues. I will provide the ticket number to customers who want to meet or resolve a complicated issue that requires action and the assistance of the appropriate officer. It might be somewhat difficult to work at the front desk since we must know to tackle every question from variety customer and ensure the customer satisfaction. It is necessary for us to cultivate and keep up excellent relations with all our consumers.

Aside from that, I learn the processes on how to produce a replacement debit card, update or checking customers data in the systems, and open accounts of personal or business for new customers such as for international students, including an account for foreign workers. We also need to be able to assist customers in calling customer support to reporting issues or requiring product or service information. In addition to that, we help staff doing filing of several financial record and learn about sales in ASNB loans, and credit cards. Apart from that, allowance given is RM50 per working day and I am allowed for one day paid leave per month. Providing compensation boost motivation and commitment to the tasks assigned. Overall, I have learned a lot more than I did before. It was really beneficial since it gave me the resources I needed to succeed in a fast-paced workplace and improved my growth prospects.



4.2 PRODUCTS AND SERVICES



Figure 6: MAE app logo

With Secure Verification (one-tap approval) . Secure2u makes authorising Maybank2u and MAE transactions safer and easier. Maybank2u transactions will use Secure2u authorization. Tabung Haji, New 3rd Party Account Transfer, and New Interbank Fund Transfer.



Figure 7: Sama-Sama Lokal

Sama-Sama Lokal is an online marketplace designed to help local entrepreneurs get their business online and reach new customers with no commission fees.



Figure 8: QRPay Biz

Get payments into account instantaneously and effortlessly by using QRPay Biz. Monitor business operations while on the go. It is better option to cash.



Figure 9: MIGA-i

MIGA-i is a gold investment option offered by Maybank, enabling customers to invest in gold with the aim of achieving favourable returns in the future. MIGA-i distinguishes itself from the traditional gold account by offering a Shariah-compliant alternative that enables users to exchange their existing gold balance for physical gold



5.0 SWOT ANALYSIS

Strengths

- Has a Lot of Devoted Customers
- Maybank's Unparalleled Dominance inside the Malaysian Banking Sector

Weakness

- Several technical issues with the Maybank online banking apps.
- Absence of an integrated big data infrastructure



Opportunities

- Growth of Islamic Banking
- Integration of Digital Technology (Maybank2U and MAE application)

Threats

- Possess Principal Opponents
- The Reemergence of E-wallet-based Fraud Schemes

Figure 6: SWOT Analysis)

In this report, a SWOT analysis has been carried out on the figure 5 (SWOT) in order to perform an analysis and evaluation of the competitive abilities for this company in their position. The goal of this is to build plans that may be more strategic and organised. This study will assist the organisation in becoming more focused on real-life issues that can be seen in the performance of the company's surface.



5.0 SWOT ANALYSIS

5.1 STRENGTHS

5.1.1 Has a Lot of Devoted Customers

Fourteen percent of Maybank customers intend to stick with the bank, according to Forrester's first Malaysia Customer Experience Index (CX Index) for 2021. In terms of keeping clients, this performs better than any other business. Maybank received positive emotional response from 52% of its customer base, ranking it among the top banks in Malaysia. 2020 saw the release of Maybank's new app, Maybank Anytime, Everyone (MAE). Customers can check account balances, transfer money across savings accounts, and pay bills using the Maybank app. On an effort to improve user satisfaction, Maybank is also releasing a new feature called "Tabung" on the app. Users can save money for businesses as well as for themselves with the "Tabung" option. This feature could help users achieve their financial goals (Malayan Banking Berhad, 2022). Because they won't have to wait in a long line at the bank, users will be happier with this application.

5.1.2 Maybank's Unparalleled Dominance inside the Malaysian Banking Sector

As the undisputed leader in Malaysia's financial services market, Maybank has the ability to grow internationally, having already established operations in all 10 ASEAN nations, particularly Indonesia and Singapore, and over 17 other countries. This enables Maybank to spearhead the global pandemic recovery while sharing risk and leveraging its size. With 14 million users as of right now, Maybank2u holds the largest market share for digital banking. Maybank's unchallenged leadership position is further enhanced by its well-defined strategy that prioritizes client satisfaction and sustained financial prosperity. In every area, this approach has sparked growth and produced new talent. Customers will have more faith in banks that provide higher-quality, higher-value services. Maybank can stay strong and make a lot of money from this situation if they can fight in certain sectors better than their rivals. If Maybank can outperform its competitors in specific areas, they will be able to maintain their strength and profit handsomely from the situation.



5.0 SWOT ANALYSIS

5.2 WEAKNESSES

5.2.1 Several technical issues with the Maybank online banking apps

For best results, a dependable internet connection is necessary for both the app and online banking. Over 80% of Malaysians are believed to be able to utilize the internet (Muller, 2021). However, if you are unable to access the internet, you cannot use digital payments. Reviews posted by Maybank app users in 2022 indicate that the app is now plagued by a number of issues and faults that are inconveniencing users and making for a bad overall experience. Customers of Maybank would need to be able to utilize its app more effortlessly and trouble-free if it were to become a totally digital bank. It could be challenging for elderly or less tech-savvy Maybank customers to convert to online banking. For best results, a dependable internet connection is necessary for both the app and online banking. Over 80% of Malaysians are believed to be able to utilize the internet (Muller, 2021). However, if user are unable to access the internet, user cannot use digital payments. Reviews posted by Maybank app users in 2022 indicate that the app is now plagued by a number of issues and faults that are inconveniencing users and making for a bad overall experience. Customers of Maybank would need to be able to utilize its app more effortlessly and trouble-free if it were to become a totally digital bank. It could be challenging for elderly or less tech-savvy Maybank customers to convert to online banking.

5.2.2 Absence of an integrated big data infrastructure to support the customisation and improvement of financial services and products

Despite being founded in 1960, Maybank lacks an integrated big data infrastructure that helps with the personalisation and refinement of financial products and services. Maintaining and managing procedures that call for auditing, reporting, and compliance verification provide additional difficulties in the absence of big data platforms and analytics, which will increase overhead expenses. For banks and financial organisations, big data is crucial since it facilitates improved policy and decision-making. Big data systems are therefore crucial to Maybank's ability to compete and maintain its digital product and service offerings in the Malaysian and even international financial technology markets as a financial services provider of digital goods and services.



5.0 SWOT ANALYSIS

5.3 OPPORTUNITIES

5.3.1 Growth of Islamic Banking

Maybank Islamic has been crowned the Best Islamic Bank in Asia and Malaysia by the inaugural Euromoney Islamic Finance Awards 2023, which recognize exceptional Islamic institutions in major global financial markets. According to a recent announcement from Euromoney magazine, Maybank Islamic is Malaysia's finest Islamic bank by all measures because it outperforms its competitors in terms of share of the market for assets as a whole, financing, deposits, and unlimited investment accounts. By year's end in 2022, Maybank Islamic held a 29.6% market share in Islamic financing and a 27.8% market share in deposit and investment accounts. With RM320.1 billion in total assets, it was the fifth-biggest Islamic bank globally. Maybank have been selected the Best Islamic bank in Asia, not only in Malaysia, by a financial journal that has been in publication for over 50 years. This honor is a testimonial to the consistently high standards of performance, long-term strategy, and year-over-year improvement in the very competitive banking sector. Stated that the Bank wants to continuously show its innovation and leadership in the Islamic financial industry by utilizing digital and technological solutions to improve the experience of banking for its clients, with the help of the Maybank Group.

5.3.2 Integration of Digital Technology (Maybank2U and MAE application)

The capacity and guarantee of Maybank's MAE E-wallet enable it to meet the increasing needs of users, particularly the younger generation's desire to go cashless and consolidate their spending and savings into a single, robust app. Younger people are demanding new apps that are user-friendly, secure, and secured as smart technology becomes more and more vital to them. Maybank is able to offer the digital payment solutions that young people desire because of the speedy transactions of the MAE e-Wallet. The number of elderly users has increased, indicating the significant growth of the Malaysian e-wallet business. Because they prefer to adopt new technologies only when they are integrated into their daily lives, seniors are frequently the last to adopt them. Oppotus (2021).



5.0 SWOT ANALYSIS

5.4 THREATS

5.4.1 Possess Principal Opponents

Maybank faces numerous primary rivals in the Malaysian banking sector. Take CIMB Bank, Public Bank, RHB Bank, and Hong Leong Bank, for instance. The major banks are using an aggressive strategy of competition. fierce rivalry for loan margins in consumer financing as well. Furthermore, as rival banks are seen to be pushing their product lines more actively than Maybank, they might also draw personnel away from Maybank. Maybank offers the best fixed deposit interest rate when compared to these banks. Customers typically move to another bank that offers a greater interest rate after taking their money out of their fixed deposit account. Not only does this result in fewer deposits, but Maybank also loses some of its most devoted clients as a result.

5.4.2 The Reemergence of E-wallet-based Fraud Schemes

Maybank's digital products and services are negatively impacted by the rise in phishing scams that include emails and E-wallets. Victims may receive sporadic emails from scammers tricking them into visiting phony websites that mimic the bank website. State that using e-Wallets without sufficient security measures increases the risk of hackers gaining access to and breaching the data as well as unauthorized access to personal information. Users of Maybank may give the security of the bank's digital products a poor reputation and rating as a result.



6.0 DISCUSSION AND RECOMENDATIONS

6.1 PESTEL

6.1.1 Political Factor

Maybank is obligated to adhere to a multitude of banking rules and policies established by the Malaysian government as well as other governments in the jurisdictions where it conducts its operations. Modifications to these regulations have the potential to impact the operations and strategy of the entity in question. The presence of Maybank in areas is crucial for ensuring a stable and predictable business climate, particularly in relation to political stability. The activities of Maybank, a global financial institution, may be influenced by political changes and the connections between nations, which in turn can have an impact on international banking and commerce.

6.1.2 Economic Factor

Maybank's profitability and the demand for its financial services are significantly influenced by the state of the economies of Malaysia and the other countries in which it does business. This has a considerable bearing on economic growth. For example, to the best of my knowledge, the impact that the coronavirus had on our country was responsible for a significant slowdown in the expansion of Maybank Ipoh Garden, which at the time was one of the most successful Maybank branches in Perak. Since Maybank's operations are gradually showing signs of improvement once more, our current goal is to climb back to the top of the rankings and become number one once more. Concerning interest rates, shifts in interest rates have the potential to have an impact on the lending and deposit activities conducted by Maybank. Currency rates because it is an international bank, the foreign currency services, and international commerce it does are susceptible to being affected by variations in exchange rates.



6.0 DISCUSSION AND RECOMENDATIONS

6.1 PESTEL

6.1.3 Social Factor

Consumers' banking demands and choices are influenced by their demographic profile. It is important for Maybank to adapt its strategy in response to evolving consumer demographics. The main customer demographic for Maybank Ipoh Garden consists mostly of older individuals. This is due to the bank's strategic position in an area with a dense population of retirees, as well as Ipoh's reputation as a residential destination of choice for the elderly. Therefore, it is important to increase the focus on this group, because they need a deeper understanding and better service provision. In the field of consumer behavior, it is important to understand the impact of social and cultural elements on customer behavior in order to effectively tailor services and develop marketing strategies. As the majority of Maybank Ipoh Garden's customer base consists of elderly individuals of Chinese descent, it is important for our team to have a thorough understanding of their behavioral patterns and other factors that contribute to their satisfaction with the services we offer. Our focus will be on the elderly population who may have reduced capabilities compared to the general population, as well as individuals with disabilities. This emphasis is aimed at providing them with optimal services aimed at reducing their challenges more effectively. The growing importance of social responsibility requires a greater focus on both social and environmental considerations. As a result, Maybank's efforts in the field of corporate social responsibility have received attention.

6.1.4 Technology Factor

In terms of technological innovation, Maybank's utilization of technology, such as online and mobile banking, is critical for maintaining competitiveness and meeting client demand. Currently, Maybank's recently launched application, known as MAE, is in its early stages and requires considerable payment system enhancements. Although this security feature is thought to be one of the most effective ways to safeguard an online banking application, further improvements are required. Given the rising reliance on technology, Maybank must prioritize cyber security measures to secure customer data and retain trust. The new application has proven a noteworthy capacity to prioritize user security by implementing a new feature that restricts the program's use to only one device.



6.0 DISCUSSION AND RECOMENDATIONS

6.1 PESTEL

6.1.5 Environment Factor

Like other enterprises, Maybank is progressively prioritizing sustainability and striving to diminish its ecological footprint. This encompasses initiatives aimed at promoting green financing and fostering sustainable financial practices. Maybank has made a commitment to achieving a carbon neutral status. Maybank has committed to effectively managing its own emissions and aims to accomplish this objective by the year 2030. This will be achieved by implementing prominent sustainable practices and facilitating the transition of Maybank suppliers towards elevated environmental, social, and governance (ESG) standards. Additionally, these efforts will contribute to fostering enhanced inclusivity.

6.1.6 Legal Factor

In the context of regulatory compliance, Maybank is obligated to conform to financial rules, anti-money laundering statutes, and other legal obligations in the jurisdictions where it conducts its operations. The handling of client data by Maybank might be influenced by data privacy rules, which are implemented to ensure data protection. The activities of Maybank are impacted by consumer protection regulations that pertain to consumer rights and the transparency of financial products.



7.0 CONCLUSION

In overall, this industry training programme has proven to be a highly valuable and significant experience for the students, as it effectively equips them with the necessary skills and knowledge to navigate the practicalities of the professional realm. During the duration of my internship, I made valuable contributions to the Community Financial Services Unit under the Operation Department. Customer service played a significant role in my responsibilities within the Operations Division, fostering daily interactions with individuals. Engaging in this activity helps the development of my soft skills, particularly my communication aptitude, enabling me to effectively interact with others in a professional context within my own industry. The experience was highly noteworthy as it provided me with an opportunity to enhance my weaknesses across several aspects through active engagement within the working environment. In addition to acquiring information, I also develop confidence, patience, and establish new friendships alongside crucial interpersonal aptitudes such as time management, effective communication, and professional etiquette, all of which has significant use for my future aspirations and self development.



8.0 REFERENCES

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9.0 APPENDICES



Morning Briefing by Branch Manager/ Assistant BM/ Sales Manager



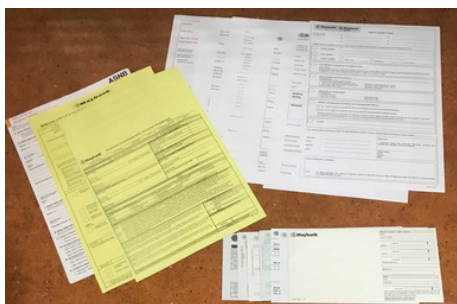
Department Meeting



Onboarding Session



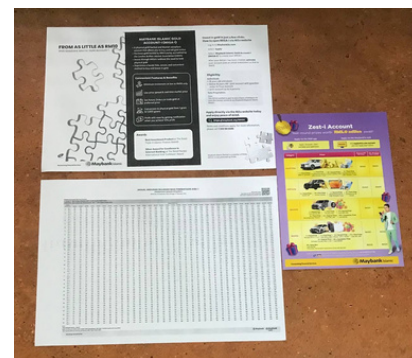
Zoom: Onboarding



Maybank Forms



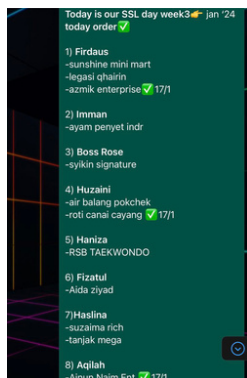
Usher Programme



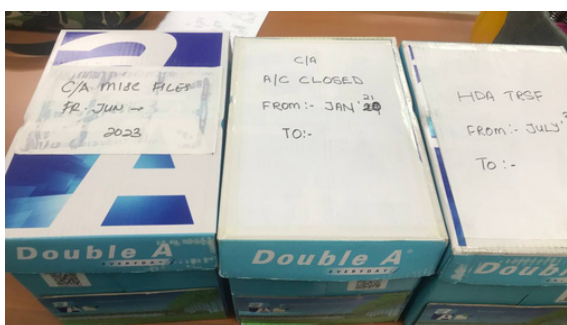
Maybank Products Pamphlet



9.0 APPENDIX



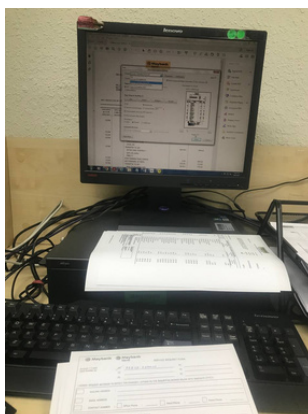
Sama-Sama Lokal & QRPay Day



Filing Operation Department



Straight-Through Processing Accounts



Printing Internal-related Work



Sorting and did Calculation



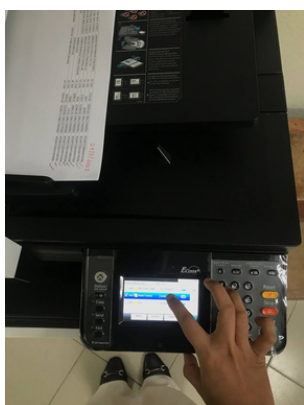
9.0 APPENDIX



Filing Credit Department



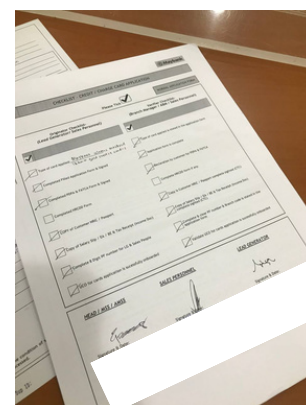
Filing ASB



Operate the copier and scanner



Calling cheque book collection



Being Lead Generator ASB/Credit Card



Assist customer with Maybank2u issues



Helping customer at Self Service Terminal



Switch of Conventional Current and Savings Account (EVO)



9.0 APPENDIX



Special Event Activites
Staff Appreciation CX Day



Campaign



Maybank Collaboration with
Manchester United Day



War Cry



Tuesday Theme



‘Majlis Sambutan Maulidur Rasul’



‘Majlis Doa Selamat’

9.0 APPENDIX



Zoom Meeting: Region Perak
Final Sprint Campaign/ Challenge



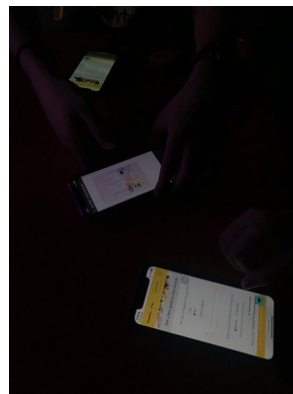
Update Current Information



Inspirational of the Week



Personal Accident Insurance



Decorating for
ASB Day



9.0 APPENDIX



Malaysia National Day



Deepavali Celebration



ASB Day Every Wednesday



9.0 APPENDIX



Playing Games



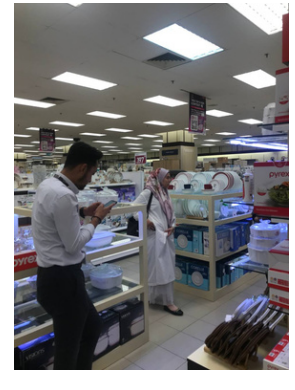
Morning Exercises



Team Building Activities



Zumba



Shopping prizes
and gifts



Farewell Staff Banquet



Buffet



9.0 APPENDIX



Maybank Ipoh Garden Dinner



ZEST -i Grand Prize Winner Event



Region Perak
Maybank Group Engagement Event 2023

Champion of Zoner Performance
(Central)

Document Information

Analyzed document	INDUSTRIAL TRAINING REPORT HRM666_AINA AQILAH BINTI SAIPULAZMI_2020837466.pdf (D185205788)
Submitted	2024-02-03 10:17:00 UTC+01:00
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Submitter email	2020837466@student.uitm.edu.my
Similarity	4%
Analysis address	zulkafli.mansor.UiTM@analysis.ouriginal.com

Sources included in the report

UNIVERSITI TEKNOLOGI MARA (UiTM) / MGT666-Industrial-Training-Report-AmisyabalqisbintiZabidin-2021341099.pdf

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Entire Document

1.0 INTRODUCTION 1.1 OVERVIEW 1 The Industrial Training Programme, often known as internship, with the course code HRM666, is a mandatory requirement for all Human Resource final semester students at UiTM Perlis, Arau. Trainees must choose a single company where they will complete their internship and must successfully complete 24-weeks of internship. The purpose of an internship is to offer students the opportunity to get practical experience in a professional environment, in addition enhancing their prospects of becoming a valuable employee with both extensive knowledge and strong abilities. Students are also expected to get a comprehensive understanding of the real-work environment and the specific needs that may vary depending on the organization. To summarize, the whole point of industrial training is to allow students to integrate what students have learned in the classroom and gain significant exposure while building new connections in the industry.

2.0 STUDENT PROFILE 2

3

3.0 COMPANY PROFILE 3.1 COMPANY BACKGROUND Figure 1: Maybank Ipoh Garden Branch Building 4 When Maybank was first established in 1960, it was housed in a modest shop

76%

MATCHING BLOCK 1/7

SA

MGT666-Industrial-Training-Report-Amisyabalqi ... (D172112479)

on the corner of Jalan H S Lee in Kuala Lumpur. In Malaysia, it was



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