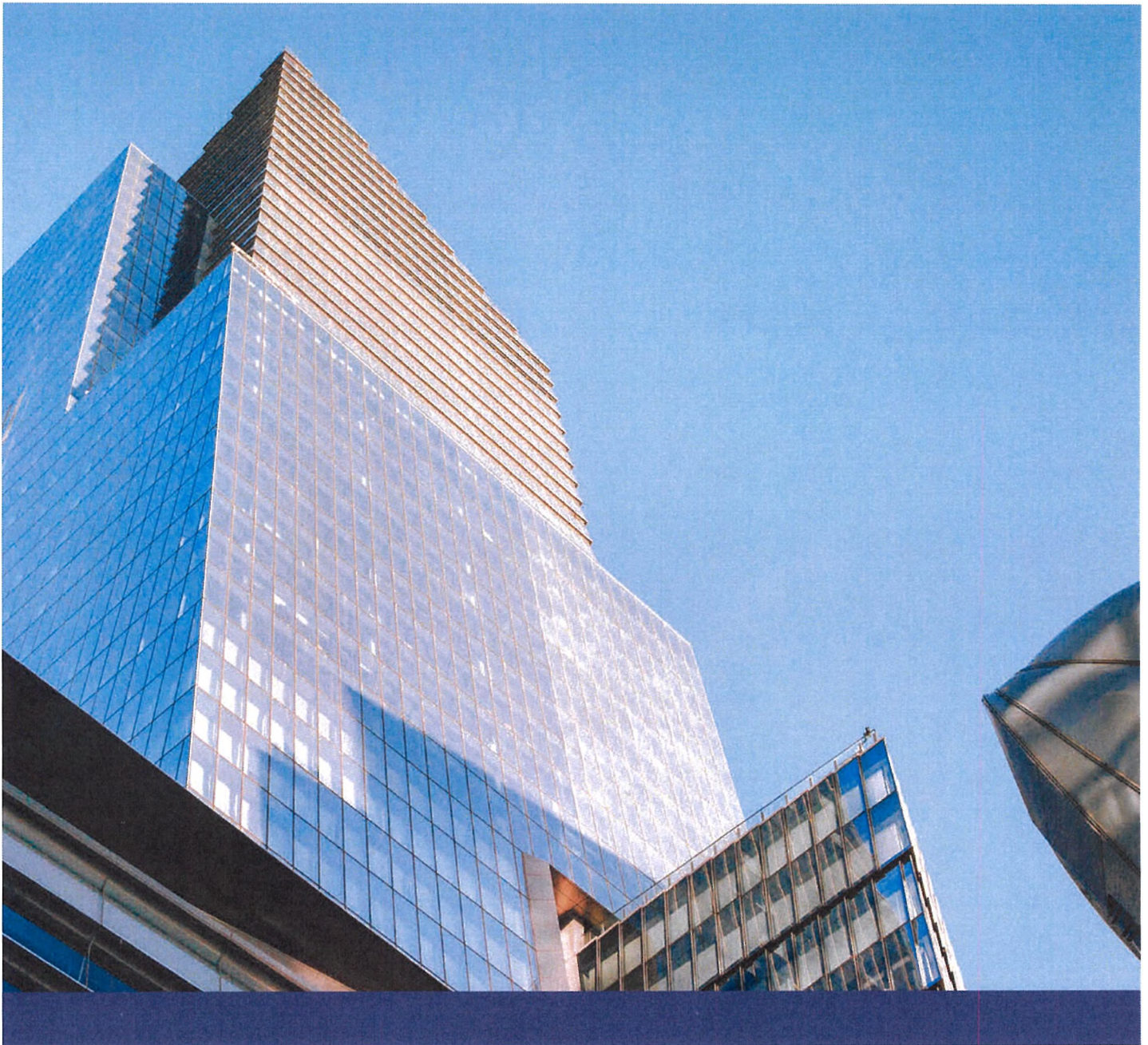




PRUDENTIAL BSN
TAKAFUL



UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT MUQMEEN GROUP BY PRUDENTIAL BSN TAKAFUL

(12 AUGUST 2024 - 24 JANUARY 2025)

NURIN HANNANI BINTI MOHAMMAD ROFAIE

2022660814

MIBA2436D

HRM666

SURAT KEBENARAN

Tarikh : 14 JANUARY 2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196
Email : praktikalfppmelaka@uitm.edu.my

Tuan/Puan

Maklumbalas (/)



Setuju



Tidak Bersetuju

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

Nama Pelajar	NURIN HANNANI BINTI MOHAMMAD ROFAIE		
No. Matriks	2022660814	Nama Program	BA243
Tajuk Laporan	SWOT ANALYSIS OF PRUDENTIAL BSN TAKAFUL	Nama Syarikat	PRUDENTIAL BSN TAKAFUL (MUQMEEN GROUP)

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



Nama Pegawai : NOR MARINA BINTI ZAINUDIN
Jawatan : HR MANAGER
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

MUQMEEN GROUP Kuantan
A7, 2nd Floor, Jalan Tun Ismail,
Kuantan Perdana, 25000 Kuantan,
Pahang Darul Makmur.

EXECUTIVE SUMMARY

My internship experience at Muqmeen Group was a valuable opportunity to gain practical experience in Human Resources. I was warmly welcomed by Muqmeen Group family, and my expectations for the internship were met positively. I spent six months in the Human Resources Department, focusing on recruitment, starting on 12 August 2024.

During my internship, I am actively involved in various HR and administrative tasks, including assisting with job placements, screening resumes, scheduling and conducting interviews, document filing, processing payments, and many mores. Additionally, I contribute to the organization's training and development initiatives by participating in various programs organized by Prudential BSN Takaful. Through this experience, I have gained a comprehensive understanding of HR management and developed key skills that will undoubtedly benefit my future career.

At Muqmeen Group, part of Prudential BSN Takaful, we are a leading provider of family takaful products that comply with Islamic Sharia law. We offer a variety of solutions, including life and medical protection, savings, education, and corporate solutions. The company's commitment to providing comprehensive takaful protection has strengthened its position in the market. As a Human Resources Assistant trainee, I was fortunate to play a key role in the company's recruitment and selection process. This hands-on experience allowed me to directly contribute to the growth and development of the Prudential BSN Takaful Berhad team.

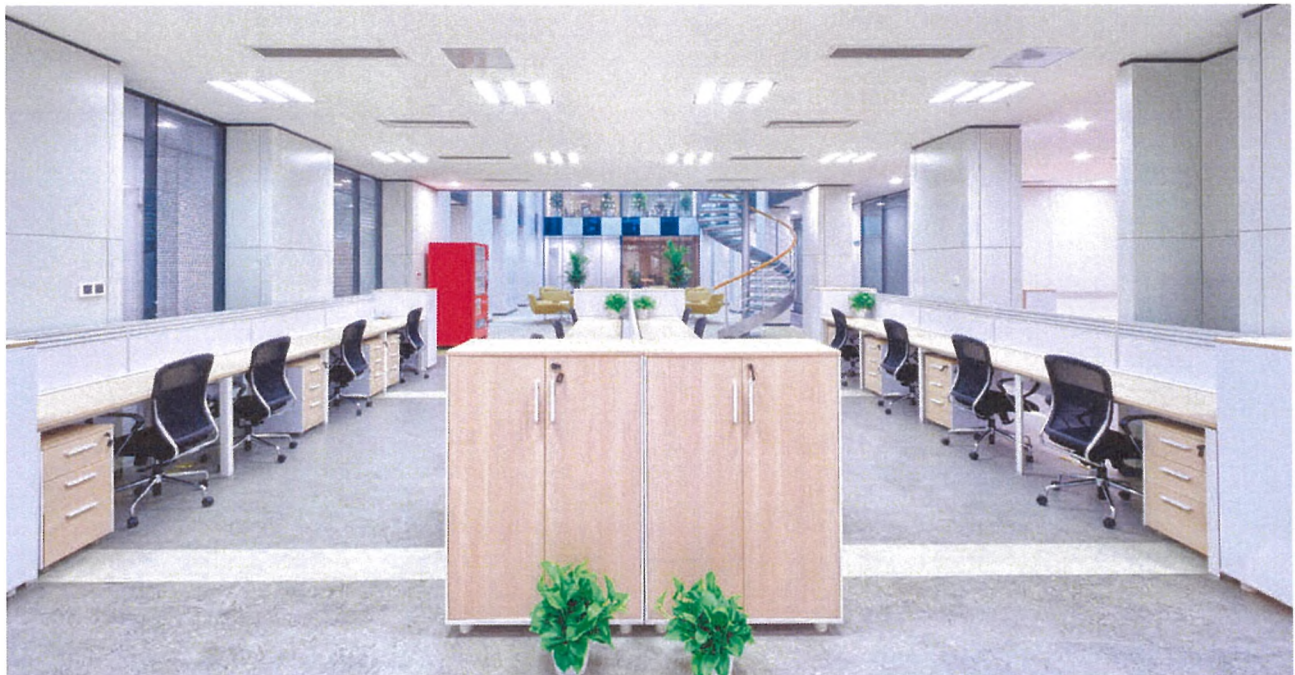


TABLE OF CONTENTS

Executive Summary	i
Table of Content	ii
Acknowledgement	iii
Updated Resume	iv
Company Profile	1 - 3
Part 4: Training's Reflection	4 - 5
Part 5: Discussion on SWOT Analysis 5.1 Strength 5.1.1 Robust Performance Management 5.1.2 Continuous Learning and Development 5.2 Weaknesses 5.2.1 System Delayed 5.2.2 Lack of Automated System/ Attendance 5.3 Opportunities 5.3.1 Rising Demand for Healthcare Insurance 5.3.2 Expansion into Digital Insurance Product 5.4 Threats 5.4.1 Intense Competition 5.4.2 Economic Uncertainty	6-12
Part 6: Recommendations	13 -17
Part 7: Conclusion	18
References	19 -20
Appendices	21 -25

ACKNOWLEDGEMENT



First and foremost, I would like to express my deepest gratitude to Allah SWT for guiding me through this enriching internship and allowing me to complete it with success. I am truly thankful for the opportunities and experiences I have gained during this time.

I would also like to extend my heartfelt thanks to Tuan Mohd Azhari bin Sahar for graciously accepting me into his group company and providing me with an unforgettable internship experience. His unwavering support and guidance throughout the six-month period from 12th August 2024 to 24th January 2025 have been invaluable.

Furthermore, I would like to express my sincere gratitude to Puan Nor Marina Binti Zainuddin, the HR Manager and my supervisor, for her invaluable guidance, mentorship, and support throughout my internship. Her wealth of knowledge and experience in Human Resources has been instrumental in my professional development. Puan Nor Marina's willingness to share her expertise and insights has helped me to understand the intricacies of the HR field and apply my theoretical knowledge to practical situations. I am also grateful to all the staff members at Prudential BSN Takaful Berhad for their kindness, support, and encouragement during my internship. Their welcoming and inclusive atmosphere made me feel like a valued member of the team. I am especially grateful for the opportunities to learn from and collaborate with such talented and dedicated professionals.

Last but not least, I would like to express my sincerest thanks to my advisor, Sir Nur Elimtiaz bin Abidin who is in charge of supervising the Industrial Training (MGT666), for her guidance and advice during my internships for the whole semester. Additionally, I want to thank my family and friends for their unwavering support throughout my internship journey. Their encouragement and assistance have been invaluable.



NURIN HANNANI ROFAIE

BACHELOR OF HUMAN RESOURCES MANAGEMENT

SUMMARY

Results-driven Human Resources Management graduate with a strong work ethic, excellent problem-solving abilities, and a passion for talent management. Skilled in recruitment, administrative support, and employee engagement, with hands-on experience in HR processes. Adept at using Microsoft Office, social media management, and visual design tools to enhance workplace productivity. Seeking an HR role to contribute to an organizations growth and success.

WORK EXPERIENCE

HUMAN RESOURCE RECRUITMENT INTERN , PRUDENTIAL BSN TAKAFUL

Aug 2024- Jan 2025

- Assist in creating job descriptions, posting job openings, and screening applicants.
- Schedule interviews, coordinate recruitment processes, and onboard new hires.
- Develop recruitment strategies and maintain candidate records.
- Support administrative HR tasks and ensure compliance with company policies.

OFFICE ADMINISTRATION, AFEC

Aug 2023- Sep 2023

- Greeted visitors and handled administrative tasks, including document management and office organization.
- Assisted with basic financial processes, such as processing invoices and expense reports.

TEACHER, TADIKA ILMUAN JUNIOR

June 2022 - Sep 2022

- Designed and implemented lesson plans, ensuring an engaging and educational environment for students.
- Assessed student progress and provided personalized support.

SALES ASSISTANT, INTERIOR DESIGNER BY HOME DESIGN

Aug 2020- Dec 2020

- Assisted customers in locating products, placing orders, and processing transactions.
- Maintained an organized sales floor to enhance the shopping experience.

EDUCATION

BACHELOR'S IN HUMAN RESOURCE MANAGEMENT | MARA UNIVERSITY OF TECHNOLOGY MALAYSIA (UITM), MALACCA BRANCH, BANDARAYA MELAKA CAMPUS.

2022 -Present

- Dean list 2 and 5

DIPLOMA IN BUSINESS STUDIES | MARA UNIVERSITY OF TECHNOLOGY MALAYSIA (UITM), PAHANG BRANCH, RAUB CAMPUS.

2019 - 2022

- CGPA: 3.30

SKILLS

- **Human Resources:** Recruitment, onboarding, employee engagement
- **Administration & Organization:** Office management, documentation, report preparation
- **Software & Digital Tools:** Microsoft Office | Word, Excel, PowerPoint, Outlook
- **Visual Design & Branding:** Canva, VN, CapCut
- **Social Media Management:** Instagram, X, Telegram, TikTok

LEADERSHIP & INVOLVEMENT

TRAINING PROGRAM "OH MY CIKGU' AND CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM

- Assisted in planning and coordinating engagement activities and interactive sessions.

PROGRAM 'THE ROLE OF TALENTED ONBOARDING (TROTO)'

- Organized onboarding sessions, facilitated discussions, and conducted team-building activities.

PROGRAM COMMUNITYSERVICE 'ZOOVENTURE VOLUNTEERS'

- Managed documentation, prepared reports, and coordinated volunteer activities to ensure successful event execution.

LANGUAGE

English - Proficient Malay - Native

REFERENCES

DR JUAN RIZAL BIN DATUK HJ. SA'ARI
Lecturer

NOR MARINA BT ZAINUDIN
Internship Supervisor



COMPANY BACKGROUND



Mohd Azhari
Manager of Muqmeen
Group

Muqmeen Group is a leading insurance agency under Prudential BSN Takaful in Malaysia, specializing in Islamic financial solutions. Muqmeen Group provides comprehensive financial solutions tailored to the specific needs of individuals, including financial protection, prudent financial planning, and estate planning. With a clear vision to become the number one energy agency in Malaysia, Muqmeen Group is driven by a mission to deliver professional financial solutions to all Malaysians. To achieve this ambitious goal, the company has assembled a dedicated team of over 2,000 associates with diverse talents and professional backgrounds. This dream team is inspired by strong leadership and works collaboratively to realize the company's vision and mission

Muqmeen Group has a strong presence across Malaysia, with offices strategically located in major cities and towns. The company's headquarters are based in the Klang Valley, including Kuala Lumpur, Shah Alam, Petaling Jaya, Kajang, Rawang, and Banting. Additionally, Muqmeen Group operates satellite offices in Johor Bahru, Batu Pahat, Melaka, Seremban, Kuantan, Kluang, Kota Tinggi, Kuala Terengganu, Tanah Merah, Kota Bharu, Alor Setar, Seberang Jaya, and Ipoh. This extensive network enables the company to reach a wide range of customers nationwide, providing convenient access to its financial services. For my internship, the branch in Kuantan is located at A7, Level 3, Kuantan Perdana, Jalan Tun Ismail, 25000 Kuantan, Pahang.

→ Mission

Securing the future of Malaysian families through innovative solutions built on Islamic values.

→ Vision

To be the first choice takaful provider for our people and communities.

→ Objectives

To consist of a lot of multi-talented people with multi-professional backgrounds, working together, inspired by strong leadership to achieve their vision and mission.

PRODUCT AND SERVICES

The following products are provided by Prudential BSN Takaful and these products are offered by Muqmeen Group.

PRODUCT

PruBSN
Warisan Plus

PruBSN
Aspirasi

PruBSN
Asas Link

PruBSN
Anugerah Plus

PruBSN
Damai

PruBSN
Setia

PruBSN
Anggun

Medic Plan

PruBSN
Group@Work

PruBSN
Gadai Janji

Cancer Plan

Hibah

SERVICES

Strategic
Planning
Session

Service
Preliminary
Consultation

Other Value-
Added services

On hand solution

ORGANIZATIONAL CHART

ORGANIZATIONAL CHART



Figure 1: Organizational Chart of Muqmeen Group Kuantan



TRAINING 'S REFLECTION

My internship as a Human Resources Assistant at The Muqmeen Group gave me a valuable opportunity to gain practical experience in human resource management. From August 12, 2024 to January 24, 2025. Where I needed to work every Monday to Friday from 9AM until 4 PM. I was involved in the daily operations of the HR and Administration department, where I had the opportunity to contribute to various tasks, including job posting, document filing, data entry, and check issuance. Before starting, I was required to take the Basic Takaful Exam, which is mandatory for employees in the insurance and takaful fields. Passing this exam gave me a strong understanding of takaful principles, practices, and regulations.

A key aspect of my role is assisting in the recruitment and selection process. This involves creating compelling job postings, defining job requirements, reviewing resumes, scheduling and conducting initial interviews with potential candidates. I also need to carefully assess each candidate's qualifications, experience, and cultural fit to determine their suitability for the role within the company. At Muqmeen Group, the recruitment process typically begins with a manager providing me with a daily batch of resumes and cover letters through email. I then carefully screen these applications, and compile a list of qualified candidates for each specific position. After that, for those who are qualified, I contact shortlisted candidates via phone, text message, or email to inform them of their status and schedule a suitable interview time. To streamline the process, I then update the link at Zoom calendar platform with scheduled interviews and ensure that the zoom link is provided to candidates the day before their scheduled interview. Candidates who successfully pass the initial interview are then invited to proceed to the next stage – a second interview. The final selection decision, however, rests with my manager. All the data of applicants who interview are recorded for company keeping and for next process.

Apart from recruitment, I also have the opportunity to contribute to another Administrative function which is data management. In this role, I ensure that employee and participant information is accurate, up-to-date and easily accessible. For example, every morning, I update the TPC (Noreprising) records for Prudential BSN Takaful according to month-to-date and year-to-date figures. In addition, I update customer outstanding payments on a monthly basis, collect cheques from HARAHAAP for payment, and complete various forms for customers, such as norm forms, recovery applications, credit or debit card registrations, withdrawal applications, claim forms and others. All forms need to be accurately matched with customer data in the TakafulNet platform to avoid data entry errors. With TakafulNet, the data entry process is streamlined, and an organized record keeping system allows me to effectively coordinate these operations and facilitate smooth information retrieval. My attention to detail and commitment to data accuracy are essential in producing accurate reports and identifying valuable trends.



TRAINING 'S REFLECTION

In addition, I consistently adhere to data privacy regulations and company policies, ensuring the protection of sensitive employee information and maintaining a high level of confidentiality. Prudential's systems are a valuable asset in my work, as they allow me to efficiently search for specific information, saving me time and effort.

Beyond routine HR duties, I also engage in a variety of professional development opportunities. These include knowledge sharing sessions, such as one on Ramsey Solutions' "7 Baby Steps" financial plan. These sessions not only enhance my understanding of personal finance but also emphasize the importance of HR in promoting employee financial well-being. In addition, I participate in several e-learning courses that cover critical topics such as anti-bribery and corruption, anti-money laundering, data privacy and security, FATCA, CRS, Integrity Principles and Market Values, and Market Conduct. These courses significantly broaden my knowledge base and equip me with valuable insights into these key areas. Given my focus on recruitment, I also gained valuable knowledge in this field. This included learning about effective recruitment selection methods, understanding the entire recruitment cycle and identifying the pros, cons, challenges and best practices involved.

Regarding the benefits of the internship, I received a monthly allowance of RM 500, which was enough for me to do my internship while staying at my place of residence. The company also provided various access facilities, including water dispensers, coffee machines and snacks available in the pantry. A dedicated surau, meeting rooms, training rooms and comfortable toilets were also provided for the convenience of the employees. In fact, the company's urban location also offers easy access to various places such as restaurants and shops nearby, making it easy for employees to access anywhere.

Looking back on my training experience, I am very proud of my achievements in the field of recruitment and selection. Where I was able to develop better interviewing skills, learn how to effectively screen resumes, and gain experience in creating attractive job postings. I was also able to learn extensively about the ins and outs of being an HR professional, especially in recruitment, where we interact with people from various backgrounds. I also believe that my ability to adapt to different situations and work effectively with individuals from various backgrounds will be a valuable asset in my future career. Looking ahead, I am excited to continue my journey in the field of HR. I intend to use the knowledge and skills I gained during this training to contribute to the success of an organization and make a positive impact on the lives of employees. This experience has not only strengthened my passion for human resources but also equipped me with the tools to excel in this dynamic field.

SWOT ANALYSIS

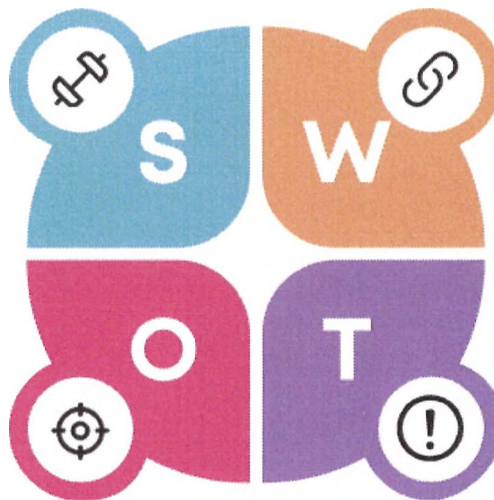
MUQMEEN GROUP BY PRUDENTIAL BSN TAKAFUL SWOT Analysis

Strengths

- Robust Performance Management
- Continuous Learning and Development

Opportunities

- Rising Demand for Healthcare Insurance
- Expansion into Digital Insurance Product



Weaknesses

- System Delayed
- Lack of automated system attendance

Threats

- Intense Competition
- Economic Downturns



Figure 2: SWOT Analysis of Muqmeen Group

DISCUSSION ON SWOT ANALYSIS

5.1 STRENGTHS

5.1.1 Robust Performance Management

Muqmeen Group has implemented a comprehensive performance management system to facilitate regular appraisals, evaluate employee performance, and provide constructive feedback. This system ensures that employees' efforts are aligned with the company's organizational goals. As a leader in the insurance industry, Muqmeen Group places significant emphasis on maximizing profits by attracting and retaining customers through effective product sales. To ensure consistent progress, Muqmeen managers conduct daily employee performance reviews. These reviews focus on key metrics such as the revenue generated by employees from the cases they close and the effectiveness of incentives used to attract new customers. "Closed cases" refer to potential customers who express interest in the company's products and agree to purchase them immediately. Once the customer agrees to purchase, the revenue generated from the case is directly attributed to the employee who handled it. Employees are evaluated based on their ability to close cases and the overall revenue they generate from these deals.

Beyond performance metrics, managers also review each employee's skill development, achievements, areas for improvement, and long-term goals. During this review, managers provide constructive feedback to those who are not achieving good sales while recognizing high-performing employees with rewards and setting clear expectations for future goals. This structured approach helps employees better understand their progress and motivates them to achieve better results.

The success of this robust performance management system is evident in the growth of Muqmeen Group. By focusing on continuous performance evaluations and fostering effective communication, the company has achieved impressive results. For example, Total Premium Collections (TPC) increased by 9.7%, increasing from 1,810,056 in 2023 to 1,986,406 in 2024. These results demonstrate how a well-designed performance management system can increase employee engagement, increase productivity and significantly contribute to organizational growth. This is in line with industry research, which shows that companies that prioritize employee performance are more likely to achieve higher revenue growth and lower attrition rates (McKinsey & Company, 2023).

5.1.2 Continuous Learning and Development

Muqmeen Group focuses on continuous learning and development as key to their success. They use *PruEXpert* platform from Prudential BSN Takaful Berhad to provide a flexible and comprehensive e-learning experience. The platform allows employees to learn at their own pace, with no time limit to complete assessments. After each training module, employees must pass an assessment to continue, ensuring that they fully understand the material. A standout feature of *PruEXpert* is its detailed feedback system. If employees score below 80% and fail the assessment, the system will identify the areas they made mistakes and offer specific guidance to help them improve. This method reinforces learning and ensures that employees have a deep understanding of the content before moving forward (Prudential PLC, 2023). In addition to online learning, Muqmeen Group also values face-to-face training through seminars and workshops conducted by Prudential. These sessions create a collaborative environment where employees can share learning experiences, solve problems together and gain insights from peers and mentors. The combination of self-paced digital learning through *PruEXpert* and interactive face-to-face training provides employees with a comprehensive development experience.

Investing in a learning and development platform not only improves employee skills but also increases engagement and retention. Research shows that companies with a strong learning culture are more likely to achieve higher productivity and innovation. For example, a 2024 study found that organizations that focus on employee development often create innovative products and processes (Besim.M, 2023). By aligning with this strategy, Muqmeen Group demonstrates its commitment to continuous improvement, helping to drive employee growth and overall organizational success.

5.2 WEAKNESSES

5.2.1 System Delayed

5.2 WEAKNESSES

Technology is meant to enhance efficiency and productivity, but recurring system delays and issues can significantly disrupt operations and demoralize employees. At Muqmeen, the core system, *TakafulNet*, frequently experiences delays that interrupt critical tasks, such as checking policy information, submitting cases, updating production credits, and preparing work materials. These delays occur multiple times a day, with each instance lasting around 15 minutes. This frequency is far higher than the industry standard of one delay per week. Additionally, the

system automatically logs users out after 15 minutes of inactivity. This forces employees to repeatedly log back in and re-enter lost data, further compounding the inefficiency. These recurring issues lead to wasted time, frustration, and decreased productivity. Research by LogicMonitor (2021) highlights that frequent technical problems in the workplace negatively impact employee satisfaction and performance. To resolve these challenges, Muqmeen must prioritize upgrading *TakafulNet* to minimize delays, extend session durations, and enhance overall system performance. Providing reliable IT support and implementing these improvements will not only boost employee efficiency but also result in better customer service (Miles Technologies, 2021).

5.2.2 Lack of Automated Attendance System

In today's fast-paced business environment, efficient workforce management is crucial to an organization's success, yet Muqmeen's lack of an automated attendance system creates significant inefficiencies, particularly for agents with flexible work hours who meet clients in person. In the insurance sales industry, where agents often work outside the office, the absence of proper tracking makes it difficult to determine whether they are truly working, leading to potential distrust and unfair assumptions about their performance. This lack of oversight can be frustrating for agents who are working hard to meet their targets, as their efforts may go unrecognized. Moreover, without a reliable system, it becomes challenging to ensure that agents' hours and productivity are accurately recorded, which can result in pay discrepancies and raise concerns about fairness. According to HRMThread (2023), manual attendance systems contribute to administrative burdens and compliance issues that disrupt operations and reduce productivity.

Additionally, the lack of an automated system reflects poorly on the company's management practices, making it harder to foster transparency and trust between employees and management. This can lead to dissatisfaction among agents, especially if they feel their contributions are undervalued. By implementing an automated attendance system tracking, Muqmeen can address these challenges, improve operational efficiency, and ensure fairness for employees, ultimately enhancing productivity and demonstrating the company's commitment to transparent and effective management.

5.3 OPPORTUNITIES

5.3.1 Rising Demand for Healthcare Insurance

The rising cost of healthcare in Malaysia has become a significant concern for individuals and families. Factors such as medical advances, an aging population, and the increasing prevalence of chronic diseases contribute to medical inflation, placing a substantial financial burden on many. In response, there is a growing demand for comprehensive healthcare coverage, including Takaful medical plans, which offer financial protection against unexpected medical expenses. This trend presents an excellent opportunity for PruBSN to expand its customer base by offering tailored solutions to address these financial concerns. As The Malaysian healthcare highlighted the insurance market is expected to grow from \$3.26 billion in 2022 to \$5.94 billion by 2030, with a compound annual growth rate (CAGR) of 7.8%, according to Insight 10 (2022). This growth is driven by rising medical costs, government healthcare programs, and the increasing popularity of medical tourism. For Muqmeen and PruBSN, this presents a chance to reach more customers by offering innovative Takaful products. By focusing on affordable pricing, broad coverage, and improving customer service, PruBSN can position itself as a leading provider in the market.

Furthermore, strategic partnerships significantly strengthen PruBSN's growth potential. For example, the collaboration with healthcare providers, such as Doctor2U, has enabled PruBSN to offer health check-up services at locations convenient for customers, thereby increasing accessibility. Additionally, PruBSN's partnership with Waqaf An-Nur has led to the launch of An-Nur Care, a program focused on providing equitable access to healthcare for underserved communities. This initiative not only improves operational efficiency but also enhances the customer experience, making PruBSN's offerings even more appealing in an increasingly digital market.

5.3.2 Expansion into Digital Insurance Product

The rise of digital platforms and increased smartphone usage presents an exciting opportunity for Muqmeen Group by Prudential BSN Takaful to expand its digital insurance offerings. It can be seen the Malaysia's internet penetration rate reached 92.7% in 2023 (Malaysian Communications and Multimedia Commission, 2022), indicating increasing reliance on digital tools for daily activities, including financial services. By investing in mobile applications and online platforms, Prudential BSN Takaful can increase accessibility and convenience for its customers. Features such as instant policy issuance, online claims processing, and data-driven personalized insurance recommendations can significantly improve customer experience and satisfaction, aligning with modern consumer expectations.

Fintech News Malaysia (2024) study states that digital insurance is gaining popularity as people want easy and convenient solutions. The same goes for existing initiatives by Prudential BSN Takaful, such as the *PruBSN Touch* platform, which is a strong starting point. The platform allows customers to make payments with their own credit or debit cards, online banking and e-wallets. It also allows them to manage policies, update personal details and register cards securely. Importantly, customers can access the platform anytime, anywhere, offering unparalleled convenience and flexibility. These features demonstrate the company's focus on serving tech-savvy customers and improving processes. Expanding its digital services is a smart way to stay ahead of the competition. By using advanced analytics, Prudential BSN Takaful can create personalized products, build customer loyalty and attract younger, digital-first consumers. This will help the company grow and remain relevant in the digital age.

5.4 THREATS

5.4.1 Intense Competition

Prudential BSN Takaful faces strong competition in the Malaysian insurance market. The company has been operating in Malaysia for 19 years, having started in 2006 as a joint venture between Prudential and Bank Simpanan Nasional (BSN). While Prudential BSN Takaful has the support of the global Prudential brand, its competitors like Allianz and AIA have been in the market for over 70 years. This gives Allianz and AIA a big advantage in terms of brand recognition, trust, and customer loyalty. Their long history has allowed them to build a strong presence, making it harder for Prudential BSN Takaful to compete.

Allianz and AIA have also invested a lot in technology, which helps them serve their customers better. They use mobile apps, AI-powered customer service, and data analytics to make things like claims handling, pricing, and risk assessment more efficient. These technologies help them reduce costs, improve customer experience, and make their services more attractive. On the other hand, Prudential BSN Takaful is still working on developing its own digital platforms, which puts it at a disadvantage in a market where technology is becoming more important. To stay competitive, Prudential BSN Takaful needs to speed up its investment in digital tools, improve customer service, and reduce operational costs. Without these changes, it may struggle to meet the growing demand for fast and easy digital services.

5.4.2 Economic Downturns

Economic downturns can seriously affect the insurance industry, including Prudential BSN Takaful. When the economy is struggling, people often focus on spending money only on basic needs and may cut back on things they see as less urgent, such as insurance. This behavior leads to fewer new policy sales and more people stopping their existing insurance plans. For example, during the global financial crisis, the insurance industry experienced a 10% drop in new policy sales and a 5% rise in policy cancellations (Smith, 2020). Similarly, the COVID-19 pandemic worsened this issue in Malaysia. Many people faced financial difficulties and decided they could no longer afford to buy life or health insurance (Bank Negara Malaysia, 2023). This shows how uncertain economic conditions can reduce the demand for insurance products.

Economic challenges also directly affect the financial performance of companies like Muqmeen Group by Prudential BSN Takaful. These companies rely heavily on investment income to support their operations, but during economic instability, factors like rising inflation, fluctuating interest rates, and market volatility can reduce the value of their investments. For example, Prudential's investment arm, PGIM, struggled to manage market risks during times of high inflation and global uncertainty (PGIM, 2022). In Malaysia, additional challenges such as currency devaluation and changes in market confidence make it even harder for insurers to remain financially stable. These conditions can affect their ability to meet regulations, pay claims to customers, and maintain profitability during tough economic times.

6.0 RECOMMENDATION ON SWOT ANALYSIS

6.1 STRENGTHS

6.1.1 Reshaping Underperforming Employees

The performance of employees plays a critical role in the success of a business, as they are the driving force behind achieving organizational goals. Identifying and addressing underperformance is essential for maintaining a productive and cohesive workforce. Managers should conduct regular evaluations to identify underperforming employees and implement strategies to enhance their knowledge and skills. One effective approach is conducting a skill gap analysis to determine areas of improvement and designing targeted training programs such as workshops, mentorship opportunities, and online courses. These initiatives not only address skill deficiencies but also promote continuous development.

Pairing underperforming employees with high-performing peers is another impactful strategy. This collaboration allows underperforming employees to learn by observing how their peers tackle obstacles and approach new customers. High-performing employees can share practical tips on overcoming challenges and engaging potential clients, fostering knowledge sharing and growth. Through this partnership, it helps the underperforming employees improve their skills and be more confident. Not only that, the introduction of structured Performance Improvement Plans (PIPs) and performance-based incentives from Prudential also can motivate underperforming employees to enhance their performance. For instance, Prudential BSN Takaful offers annual rewards and recognition programs to incentivize high-performing and outstanding employee, including overseas vacations and other benefits to acknowledge their achievements. These performance-linked incentives foster employee motivation and engagement while reinforcing a culture of excellence. By adopting this strategy, Prudential can empower underperforming employees to reach their full potential, ultimately contributing to the organization's sustainable success.

6.1.2 Enhance Learning Material Diversity

To enhance the learning experience and maximize training outcomes, Muqmeen Group and Prudential BSN Takaful Berhad should diversify their learning materials to accommodate different learning styles. This can be achieved by incorporating various multimedia formats, such as video presentations, interactive modules, and infographics, to make complex concepts more accessible and engaging. Video presentations are particularly effective in explaining complex topics and demonstrating product features, while interactive elements, such as quizzes, simulations, and exercises, enhance subject matter knowledge. Furthermore, optimizing training

content for mobile devices is crucial, given the growing preference for on-the-go learning. The PruBSN Mobility app can be utilized to deliver easily accessible content, enabling employees to learn flexibly.

Fostering a collaborative learning environment can further improve the effectiveness of training programs. For instance, implementing a comment section or discussion board within the PruBSN Mobility app can encourage knowledge sharing and peer-to-peer support. Creating a virtual community of practice would provide a platform for employees to connect, collaborate, and solve challenges together. Social learning platforms can facilitate the exchange of ideas across teams and departments, while personalized learning paths based on individual preferences ensure that employees receive targeted and relevant training. By integrating these strategies, Muqmeen Group and Prudential BSN Takaful Berhad can create a more inclusive, flexible, and effective learning environment that fosters continuous development and drives organizational success.

6.2 WEAKNESSES

6.2.1 Upgrade the current system

To address the persistent system inefficiencies at Prudential BSN Takaful, a comprehensive upgrade to a cloud-based insurance platform is recommended. Cloud migration offers numerous benefits, including cost efficiency, scalability, enhanced security, improved collaboration, and access to the latest technologies. These advantages can lead to more accurate underwriting, streamlined claims processing, and improved customer service, ultimately boosting productivity and reducing administrative burdens.

A notable example of successful cloud adoption in the Malaysian insurance industry is Tune Protect. In 2022, Tune Protect partnered with TM and Huawei Malaysia to migrate its core insurance system to Cloud α Edge, a Malaysian-owned hyperscale public cloud. This strategic move enabled Tune Protect to streamline operations, enhance customer experience, and accelerate digital transformation. By following Tune Protect's example, Prudential BSN Takaful can embark on a similar cloud-based transformation. Collaborating with reputable cloud service providers will facilitate a seamless migration, ensuring data sovereignty and compliance with local regulations. This strategic investment will position Prudential BSN Takaful for sustainable growth, improved operational efficiency, and enhanced customer satisfaction.

6.2.2 Implement an Automated Tracking System

To address weaknesses in Muqmeen Group's workforce attendance management, a key recommendation is the implementation of an automated attendance tracking system. The current manual methods may lead to errors and inefficiencies in monitoring employee attendance, causing inconsistencies and potential disputes. By adopting advanced technologies such as biometric systems or cloud-based software, Muqmeen Group can track attendance more accurately and in real time. This would save time on manual work, reduce errors, and help managers spot absenteeism patterns early. As a result, Muqmeen group can take quick action and improve overall efficiency. Besides technology, Muqmeen Group also should develop a clear and transparent attendance policy to prevent any misunderstandings or disputes related to attendance. This policy should outline clear expectations for punctuality, procedures for reporting absences, and the consequences for non-compliance. Regular communication and training sessions will ensure that all employees understand and adhere to the policy. With clear guidelines in place, employees are more likely to maintain good attendance, which will reduce confusion and build a more disciplined and fairer workplace. By combining a strong policy with technology, Muqmeen Group can improve productivity and ensure fairness across the organization (Kumar, 2023).

6.3 OPPORTUNITIES

6.3.1 Expanding Takaful Adoption Through Employer Incentives

The rising cost of healthcare in Malaysia highlights the need for more accessible financial protection, and encouraging voluntary Takaful adoption among employers offers a practical solution. Instead of making Takaful a mandatory employee benefit, the government can incentivize its adoption by offering tax deductions, subsidies, or grants to businesses that include Takaful in their employee benefits packages. This strategy would be particularly beneficial for small and medium enterprises (SMEs), as it alleviates the financial burden while improving healthcare access for employees. Prudential BSN Takaful, for instance, offers a range of corporate Takaful plans, such as *PRUBSN Group@Work*, designed to meet the diverse needs of employees, including wellness programs, critical illness coverage, and family riders. These customizable options enable SMEs to provide comprehensive and affordable healthcare coverage.

Moreover, PRUBSN Takaful has already formed partnerships with healthcare providers and other stakeholders to offer exclusive benefits and discounts on medical services to policyholders. However, there is significant potential to further strengthen these collaborations by expanding the network of partners to include additional healthcare providers, health programs, and even local businesses, creating a more extensive and accessible ecosystem for policyholders. By enhancing

such partnerships, Prudential BSN Takaful can deliver even greater value to employers and employees, increasing access to affordable healthcare. Strengthening public education campaigns can also raise awareness of Takaful, particularly the unique benefits offered by PRUBSN, encouraging greater adoption. This multi-faceted approach will not only help expand healthcare coverage through the private sector but also contribute to strengthening Malaysia's healthcare system and promoting widespread financial resilience.

6.3.2 Enhance Platform Features

To capitalize on the growing trend of digitalization in the insurance sector, Prudential BSN Takaful should improve its digital services to be more efficient and provide a safer environment for all. Improvements such as real-time policy management, AI-powered personalized recommendations, and a faster claims process can make platforms like *PruBSN Touch* more accessible and user-friendly. These upgrades will simplify customer interactions, ensuring they can manage policies and claims quickly and efficiently. For example, AI could analyze a customer's age, income, and family size to suggest the best policy for their needs. This would save time and ensure customers get the most suitable options. Chatbots could provide 24/7 assistance, answering common questions like premium payment schedules, making the experience faster and more efficient. Not only that, Real-time claim updates would give customers peace of mind by showing them the progress of their claims at any time. For instance, after submitting a claim, customers could track its status, from submission to approval, directly through the app. These upgrades would not only improve the customer experience but also attract tech-savvy users, boost loyalty, and strengthen Prudential BSN Takaful's position as a leader in Malaysia's digital insurance market.

At the same time, strengthening cybersecurity measures is critical to protect sensitive personal and financial data. This will help build trust among customers and reinforce Prudential's reputation as a reliable and secure digital insurer. By implementing these strategies, Prudential BSN Takaful can better meet the needs of modern consumers, maintain its competitive edge in the rapidly growing digital insurance market, and continue its mission of providing financial security to Malaysian families in line with its Islamic values. These innovations ensure the company remains relevant while helping more families access affordable and efficient insurance services.

5.4 THREATS

5.4.1 Enhance Data Analytics and Customer Insights

To stay competitive in a rapidly changing market, Prudential BSN Takaful should focus on increasing its use of data analytics and customer insights. By using advanced tools like big data and analytics, the company can better understand what customers want, their behaviors, and upcoming trends. This will help Prudential BSN Takaful create more personalized insurance products that meet the needs of different customer groups. Real-time data analysis also helps the company make quicker, more informed decisions, enabling them to respond faster to shifts in customer preferences or market conditions. Research shows that companies that use data for personalization see higher customer satisfaction and loyalty (Davenport et al., 2020).

To make the most of data analytics, Prudential BSN Takaful should also build a culture that values data-driven decision-making. This can be done by training employees on how to use analytics tools and ensuring that all departments focus on data-driven strategies. Combining this data with artificial intelligence (AI) can also help the company predict future trends, improve efficiency, and offer more tailored solutions to its customers. By focusing on this approach, Prudential BSN Takaful can not only compete with digital-first companies but also stay ahead of industry changes for long-term growth.

5.4.2 Focus on customer retention and affordability

During economic downturns, Prudential BSN Takaful can strengthen its position by focusing on customer retention and affordability. Financial strain often leads customers to cancel policies, so the company should prioritize solutions that ease their burdens. Offering flexible premium payment options, temporary coverage pauses, or policy adjustments can help customers maintain their insurance even in tough times. Transparent communication and personalized support further enhance customer trust and loyalty, ensuring that existing policyholders feel valued and understood. By focusing on these empathetic measures, Prudential can reduce policy lapses and build long-term customer relationships.

In addition, Prudential BSN Takaful should introduce more affordable and flexible insurance products to meet the needs of cost-conscious customers. Budget-friendly microinsurance and lower-premium plans can provide essential financial protection without overwhelming customers' budgets. These products can be marketed through digital platforms to reach a broader audience, including younger and underserved segments. By combining affordability with accessibility, Prudential can appeal to new market segments, ensuring it remains competitive and resilient during economic challenges.

Conclusion

In conclusion, the SWOT analysis conducted for Muqmeen Group by Prudential BSN Takaful provided valuable insights into their strengths, weaknesses, opportunities, and threats. These findings have helped identify key areas for improvement and offered actionable recommendations to enhance their strategies for long-term success. My industrial training experience as an HR Assistant in Recruitment has been an invaluable opportunity for growth and learning. Working alongside a supportive and knowledgeable team has strengthened my self-confidence and taught me how to effectively handle recruitment processes, from screening candidates to managing onboarding activities.

This internship has allowed me to identify and address areas for improvement in my skills, particularly in talent acquisition and employee engagement strategies. Moving forward, I aim to apply the knowledge and expertise gained during this period to build a successful career in human resources. I see myself as an HR professional who can contribute to fostering a strong, motivated workforce and driving organizational growth.

I am confident that the experience gained at Muqmeen Group by Prudential BSN Takaful will serve as a solid foundation for my future endeavors in the HR field, allowing me to contribute meaningfully to both local and international business landscapes.

REFERENCES

- Lasa, A. N., Pedroni, A., & Komm, A. (2024, May 15). In the spotlight: Performance management that puts people first. McKinsey & Company. <https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/in-the-spotlight-performance-management-that-puts-people-first>
- Siraj, N., & Hågen, I. (2023). Performance management system and its role for employee performance: Evidence from Ethiopian SMEs. *Heliyon*, 9(11), e21819. <https://doi.org/10.1016/j.heliyon.2023.e21819>
- Smith, A., & Johnson, R. (2023). The impact of lifelong learning and investments in employee development on employee productivity and performance. ResearchGate. https://www.researchgate.net/publication/380881194_The_impact_of_lifelong_learning_and_investments_in_employee_development_on_employee_productivity_and_performance
- LogicMonitor. (2023, March 28). How do IT issues affect workplace morale and productivity? <https://www.logicmonitor.com/blog/how-do-it-issues-affect-workplace-morale-and-productivity>
- Carpenter, D. (2025, January 16). How reliable IT support boosts employee morale and productivity in businesses. Miles IT Company. <https://www.milesit.com/how-to-improve-employee-productivity>
- Occupational Safety and Health Administration (OSHA). (2021). Workplace stress: Facts and statistics. <https://www.osha.gov>
- Idrisi, S. (2024, November 28). Where do most errors occur in manual attendance tracking? Web Based Payroll. <https://www.hrmthread.com/blog/where-do-most-errors-occur-in-manual-attendance-tracking/>
- Active pricing in medical Insurance | Prudential Malaysia. (<https://www.prudential.com.my/en/insurance-101/all-stories/active-pricing-medical-insurance/>)
- Healthcare Services From Home with Doctor2U. (2019). <https://www.prudential.com.my/en/our-company-newsroom/press-release/2018-healthcare-services-in-the-comfort-of-your-own-home/>

REFERENCES

- Malaysian Communications and Multimedia Commission. (2023). Internet Users Survey 2023. <https://www.mcmc.gov.my>
- Fintech News Malaysia. (2024). Digital insurance trends in Malaysia. <https://fintechnews.my>
- Innovation and digitalization.. Prudential BSN Takaful. <https://www.prubsn.com.my/en/sustainability-at-prubsn/good-self-governance-best-conduct/innovation-and-digitalization/>
- Bank Negara Malaysia. (2023). Annual Report: The Malaysian Insurance Sector. www.bnm.gov.my
- PGIM. (2022). Investment Strategy Amid Volatile Markets. Retrieved from www.pgim.com
- Bank Negara Malaysia (2024).Implementation of Co-Payment Requirements for Medical and Health Insurance and Takaful Product. <https://www.bnm.gov.my/-/mhit-req-en>

BUDGET
HOW TO MAKE A BUDGET?

How Much Should You Invest for Retirement?
Step 4: Invest 15% income for retirement
Baby Step by RamseySolution

Do a slides and presentation to all staff

Request For Quote - SFP & GHS

Request For Quote - SFP & GHS

Request For Quote - SFP & GHS

Do a form the Request For Quote

Register to join MYFUTUREJOBS event
and fill in all the information needed to be send to the programmer

Do a slides and presentation to all staff

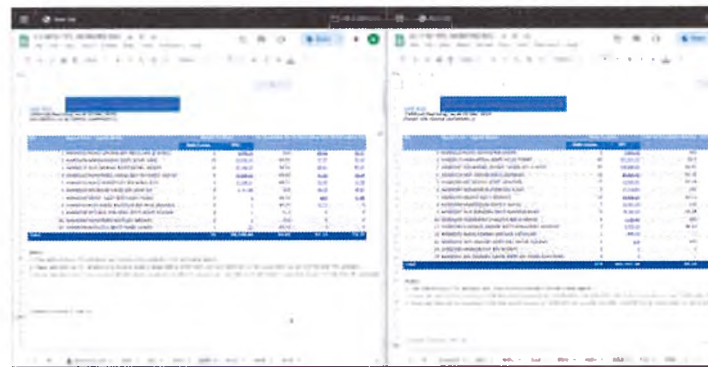
Do a form the Request For Quote

Register to join MYFUTUREJOBS event
and fill in all the information needed to be send to the programmer

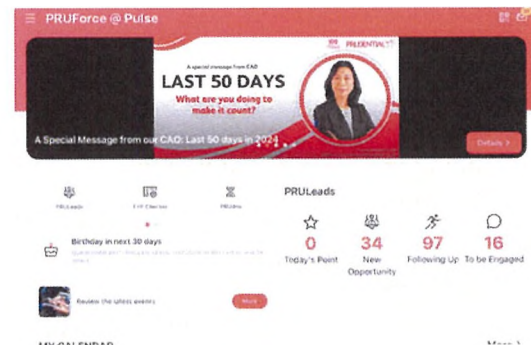
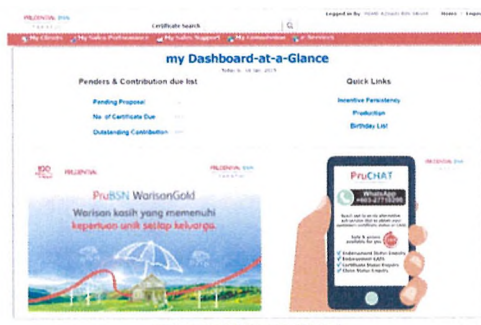
APPENDICES



Do a proposal for LKPP Corporation Sdn Bhd on the product insurance PruBSN Group @ Work and submit to them

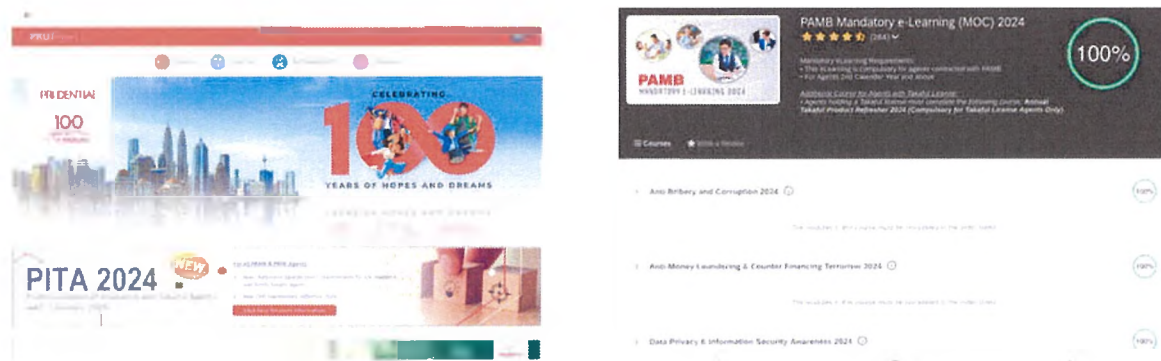


Update TPC (Noreprising) by month to date (mtd) and years to date (ytd) on the record of company every day

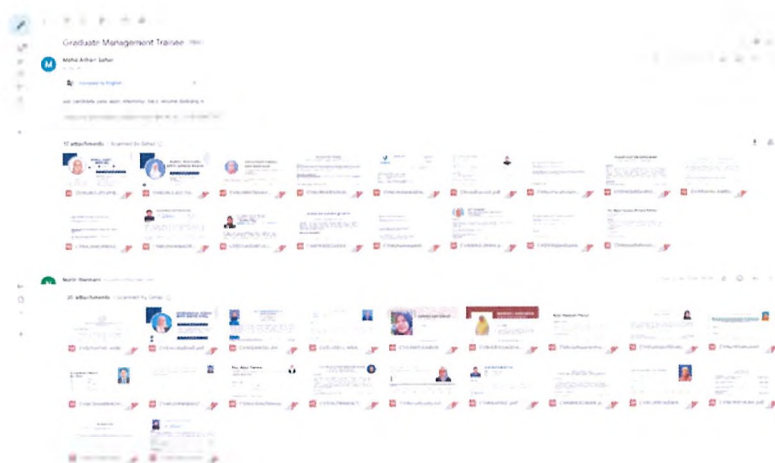


TakafulNet - The main portal of Prudential that include all the data of company as well all the apps under Prudential BSN Takaful

APPENDICES



PRUExpert - The platform that I used for learning and development which includes training materials, assessments, market insights, and tools to enhance the knowledge of employee.

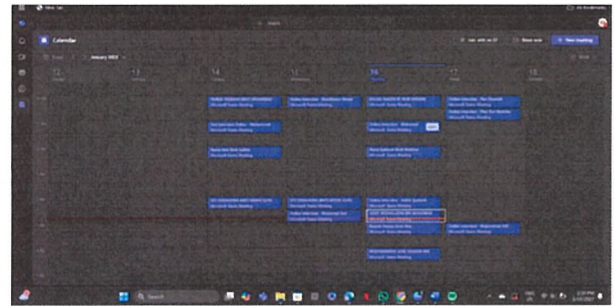
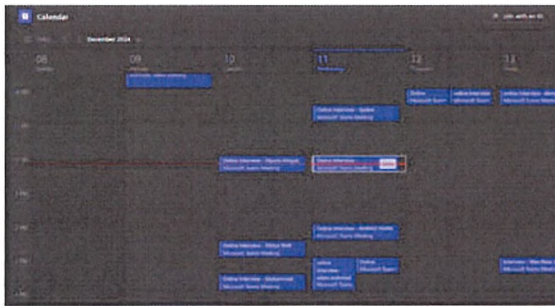


Screened resume and cover letter of applicants received by manager every day

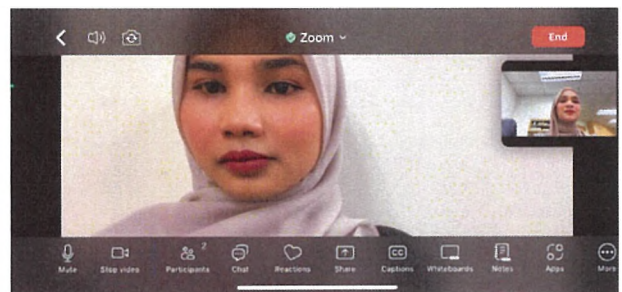
[illegible]

Transfer all the records of applicants into spreadsheet for company data and the interview invitation process

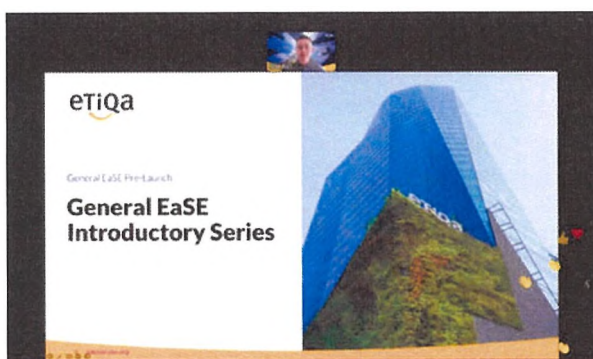
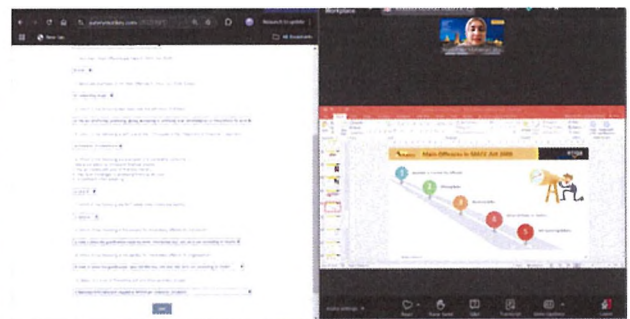
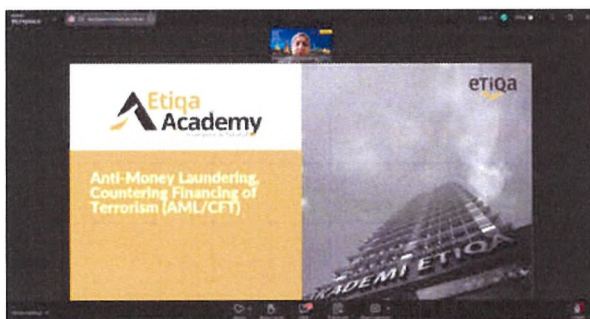
APPENDICES



Arrange the interview on Zoom Calendar to schedule interview slots with applicants and share the link with them



Conduct the Interview sessions with applicants who apply for internship



Join webinar under Etiqa Academy by Maybank under topic “Anti-Money Laundering, Countering Financing of Terrorism and Anti-Bribery & Corruption”, “General Ease Introductory Series” and do assessment

APPENDICES

The facilities of Muqmeen Group by Prudential BSN Takaful

