



UNIVERSITI
TEKNOLOGI
MARA



BANK ISLAM MALAYSIA BERHAD

INDUSTRIAL TRAINING REPORT

PREPARED BY :

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2022816154**

PREPARED FOR :

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Nama Pelajar	Nur Sufia Sabrina Binti Yuzimi		
No. Matriks	2022816154	Nama Program	BA242
Tajuk Laporan	Internship Report At	Nama Syarikat	Bank Islam Malaysia

Bank Islam Malaysia Berhad

Berhad

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Yang Benar



.....
Nama Pegawai :

Jawatan : SAEDATUN HAYATI GHAZALI

No. Tel. : SENIOR MANAGER, GENERAL ADMIN & PROPERTY

No. Faks :



Cop jabatan/organisasi:

EXECUTIVE SUMMARY

My transforming and enlightening internship at Bank Islam Malaysia Berhad gave me the great chance to work in the department of General Administration, Property, and Project Management. Over six months, I was able by placing myself in a professional setting, bridging the gap between theoretical knowledge and real-world practices.

As a pioneer in Islamic banking, Bank Islam is committed to delivering Shariah-compliant financial solutions while encouraging sustainability through Environmental, Social, and Governance (ESG) initiatives. This dual emphasis on ethical finance and sustainable development positions the bank as a leader for fostering positive change throughout the banking sector.

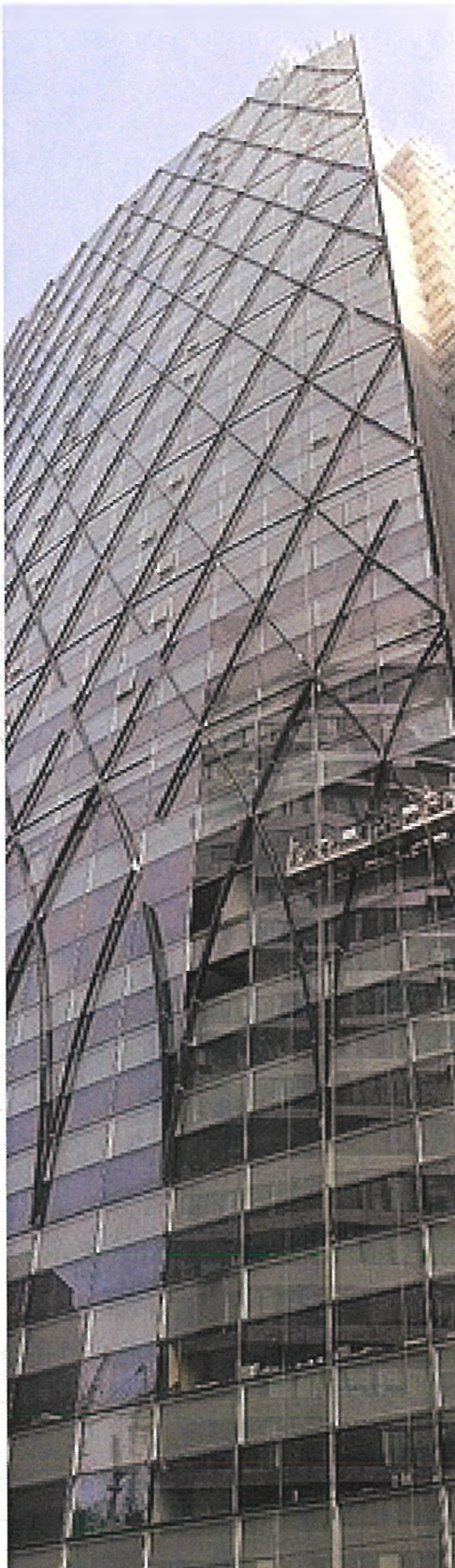
Being part of the General Administration, Property and Project department, I was responsible for playing an integral role in managing documentation, verifying records, and monitoring assets. These responsibilities not only sharpened my technical and administrative abilities but also gave me invaluable insights into how this department contributes to achieving the bank's strategic goals. I also helped to assure the success of asset tagging tasks, which required using particular tools and adhering to strict processes for sustaining data integrity. These experiences deepened my awareness of the department's vital role in achieving the bank's strategic goals, such as increasing operational efficiency and maintaining regulatory compliance.

Aside from technical capabilities, the internship helped me improve my soft skills, which included good communication, problem-solving, adaptability, and flexibility. My supervisor's constructive input and positive interactions with my team gave excellent possibilities for personal and professional development.

Overall, my time at Bank Islam was both rewarding and educational, providing a solid foundation in administration and property management in the financial industry. Furthermore, the internship increased my knowledge of the critical role that Islamic banking plays in enabling sustainable development and long-term economic prosperity. This experience has equipped me well for future career issues.



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ACKNOWLEDGMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First and foremost, I would like to express my deepest gratitude to Allah, the Almighty, for granting me the strength, patience, and wisdom throughout this journey. Without His divine guidance and blessings, this report would not have been completed. I thank Him for making this endeavor possible and for His continuous support.

I am truly blessed to have had the guidance of my advisor, Dr. Rosmaiza Binti Abdul Ghani. I would like to express my heartfelt appreciation for her invaluable support, encouragement, and expert advice throughout the process of writing this report. Her dedication to helping me refine my ideas and the valuable feedback she provided have played an essential role in the development of this report. Dr. Rosmaiza's patience and commitment to my success are deeply appreciated.

I also wish to extend my sincerest gratitude to my supervisor, Puan Saedatun Hayati Binti Ghazali, for her unwavering guidance and insightful suggestions. Her constant motivation and the time she invested in reviewing my work have been incredibly beneficial in shaping this report. Puan Saedatun's constructive feedback and careful attention to detail have helped improve both the structure and content of this study.

In addition, I would like to thank the management and staff of Bank Islam for their cooperation and for providing the necessary resources and information required to complete this report. Their willingness to assist and their prompt responses to my inquiries were invaluable in ensuring that I had the data needed to carry out this research effectively.

Lastly, I would like to thank my family, friends, and colleagues for their support and encouragement. Their belief in my abilities and their constant motivation have kept me going through moments of doubt and fatigue. The moral support I received from them was crucial to my success in this endeavor. Without their help, guidance, and support of all those mentioned, this report would not have been possible. I am deeply grateful to each and every one of you.

Last but not least, I would like to express my gratitude to myself. I want to thank myself for believing in my abilities and staying committed to this journey. I am grateful for the hard work and effort I put into this project, for never taking a break, and for continuously pushing through even the toughest moments. I thank myself for refusing to give up, for being a giver, and for always striving to do more than what is expected. I appreciate myself for making the effort to do what is right and for always remaining true to who I am. This accomplishment is a reflection of my dedication, perseverance, and resilience, and I am proud of the person I have become.

1.0 STUDENT PROFILE (RESUME)



NUR SUFIA SABRINA BINTI YUZIMI

Address :

Mobile :

Email :

Position : Finance Intern

OBJECTIVE

Bachelor of Business Administration (Hons.) Finance student who is seeking an enriching internship placement for **24 weeks** starting from **12 August 2024 to 24 January 2025** to apply and expand my analytical skills, financial acumen, and industry knowledge. I am looking for a preferable position as a finance intern to leverage my academic background and develop practical skills in corporate finance, investment banking, and financial planning.

EDUCATIONAL BACKGROUND

UiTM CAMPUS BANDARAYA MELAKA

2022 - Present

Bachelor of Business Administration (Hons.) Finance

UiTM CAMPUS SEGAMAT, JOHOR

2019 - February 2022

Diploma in Banking

CGPA : 3.48

MUET (2021) : Band 3.50

WORKING EXPERIENCE

PARI WHOLESALE

April 2022- August 2022

Picker and Packer

- Utilized order sheets or electronic scanners to efficiently locate specific items in the warehouse, ensuring accurate order fulfillment.
- Selected the correct items from shelves or storage areas based on order requirements, maintaining product availability and reducing errors.
- Conducted inspections of items for defects or damage before packing, enhancing customer satisfaction by ensuring product quality.
- Packaged picked items into appropriate parcel or boxes, ensuring items were protected during transit.
- Attached shipping labels and any other necessary documentation to the packages.
- Organized packages by shipping destination and prepared them for pickup by shipping carriers.
- Completed and managed any paperwork associated with shipping orders, maintaining accurate records for tracking and accountability.

HASANI BOOKS (KL) SDN BHD

November 2021 - March 2022

Promoter

- Interacted with customers to promote featured books and authors, increasing customer interest and driving sales.
- Assisted customers with finding books, answering questions, and providing personalized recommendations, leading to a positive shopping experience and increased customer satisfaction.
- Maintained extensive knowledge of the bookstore's inventory, including new arrivals, bestsellers, and special promotions, ensuring customers received informed recommendations.
- Created eye-catching back-to-school displays featuring textbooks, school supplies, and popular reading materials, drawing customer attention and boosting sales.
- Recommended additional items such as stationery, study guides, and supplementary reading materials, increasing the average transaction value.
- Personalized service and cross-selling improved the overall shopping experience, making the bookstore a preferred destination for back-to-school needs.

STUDENT PROFILE (RESUME)

EXTRACURRICULAR INVOLVEMENT

- Participant, International Teaching Aid Competition iTAC 2024 2024
- Exco Protocol, Seminar in Professional Image in the Hospitality Industry 2024, UiTM Melaka 2024
- Participant, Webinar Talk Psychology : UiTM Segamat, Johor 2021
- Participant, Webinar Module Leadership Icon : UiTM Segamat, Johor 2021
- Participant, Brass Band Training : UiTM Segamat, Johor 2020
- Participant, in Barbie Run 2.0 2019
- Participant, Neon Run 2019
- Participant, Run Events of Co-Curricular Competition 2019

ACHIEVEMENT

- Dean List Award, Semester 2,3 and 5 (Diploma in Banking) 2019 - 2022
- Winner of Cheers Competition 2019

SKILLS

Soft Skills

- Hardworking
- Detail-Oriented
- Cooperative
- Teamwork

Technical Skills

- Microsoft Word : Advanced
- Microsoft Excel : Advanced
- Microsoft Powerpoint : Intermediate
- Canva : Advanced
- Google Sheets : Intermediate
- Google Docs : Advanced

Communication Skills

- Malay : Native Proficiency
- English : Professional Working Proficiency

REFERENCES

ZARINAH BINTI ABU YAZID

ACADEMIC ADVISOR

PHONE :

EMAIL :

DR. INTAN MAIZURA BINTI ABDUL RASHID @ ABDUL RAHIM

LECTURER

PHONE :

EMAIL :

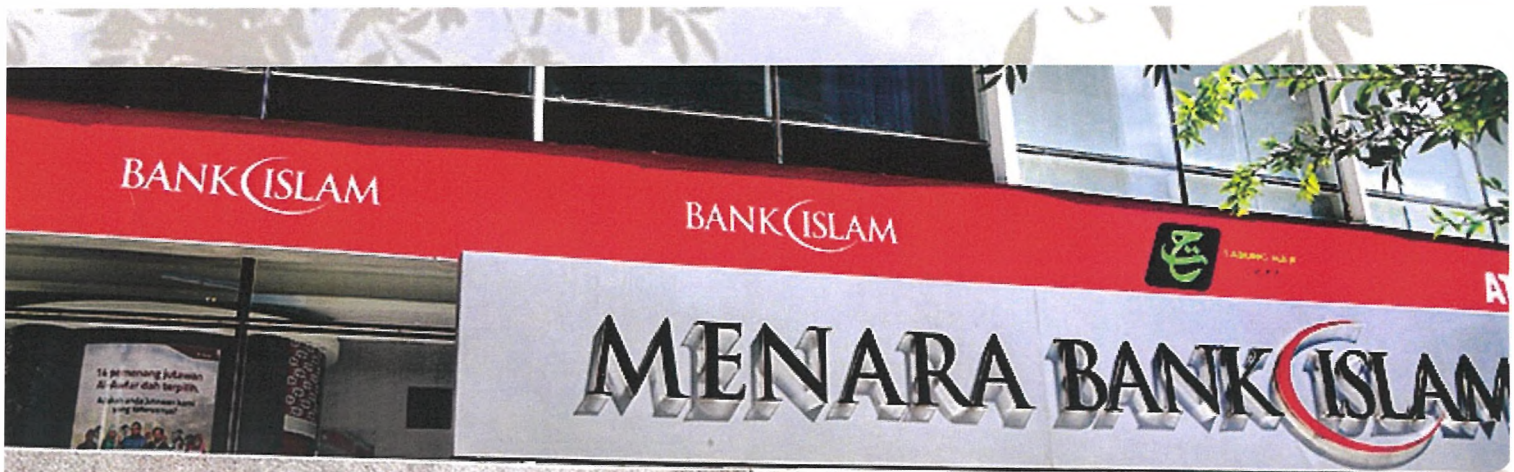


Figure 1 : Menara Bank Islam

About Menara Bank Islam

Bank Islam Malaysia Berhad, founded on July 1, 1983, was Malaysia's first Islamic bank and a pioneer in Southeast Asia's Islamic finance business. It was established after considerable research and collaboration among Islamic economists, financiers, and organizations, to provide Shariah-compliant financial solutions targeted to the requirements of Malaysia's Muslim community.

In the beginning, Bank Islam began with a small team of 30 employees working from a temporary headquarters in Subang, Selangor. By the conclusion of its first fiscal year, the bank had grown its reach to four branches in Kuala Lumpur, Kuala Terengganu, Kota Bharu, and Alor Setar, with a total of 272 employees. Menara Bank Islam's headquarters is located in Kuala Lumpur's 'Golden Triangle,' which demonstrates the company's expansion and importance in Malaysia's banking sector. Bank Islam's operating hours are typically open from 8:00AM to 5:00PM on Monday to Thursday, and from 8:00AM to 4:00PM on Friday. Besides, it has developed rapidly over the years, and as of 2022, its network includes over 135 branches around the country, backed by more than 4,500 staff.

Furthermore, Bank Islam performed an important role in expanding Malaysia's Islamic financial industry by providing a wide range of Shariah-compliant services. These include retail banking, business banking, wealth management, and investment possibilities for both Muslim and non-Muslim people. Its dedication to innovation is demonstrated by the development of nearly 70 Islamic banking products and services which include mobile banking and card services, that are equivalent to those offered by other banks. In addition, Bank Islam guided by its vision to be "The Bank that Advances Prosperity for All" and its mission to "Provide Solutions that Deliver Value," Bank Islam also emphasizes sustainability, integrity, responsibility, and ethics to create positive economic, social, and environmental impacts.

In overall, Bank Islam Malaysia Berhad's integration of Shariah principles with innovative financial solutions has strengthened its position as an Islamic banking pioneer, propelling Malaysia's economic and social advancement while adhering to the highest ethical and responsible finance standards.

LOCATION OF BANK ISLAM

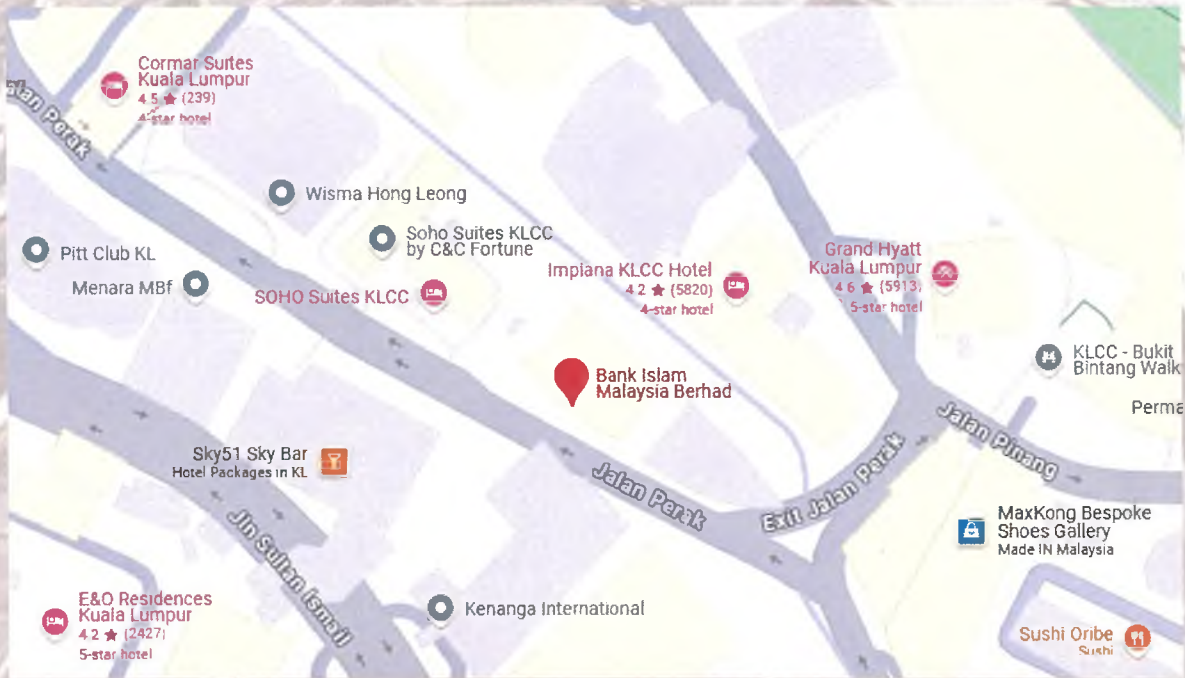


Figure 2 : Location Menara Bank Islam on map

Address : Menara Bank Islam, No. 22, Jalan Perak, 50450 Kuala Lumpur

Bank Islam Malaysia Berhad's headquarters were previously situated in Wisma Bank Islam, Jalan Dungun, Damansara Heights, Kuala Lumpur until relocation to Menara Bank Islam on Jalan Perak in Kuala Lumpur. On 19 October 2011, Menara Bank Islam was launched officiated by Yang Di-Pertuan Agong Sultan Mizan Zainal Abidin stands 34 stories high as it was built at a cost of RM151 million. Moreover, it is located in Kuala Lumpur's "Golden Triangle," a busy commercial and business centre. The structure of Menara Bank Islam is a major landmark, showing the abilities of the country's numerous Muslim organizations to build Waqf land at the centre of the city. In addition, Bank Islam have 135 branches and ATMs around Malaysia, including several in Kuala Lumpur to ensure accessibility and convenience for its customers. If the customers have any information on branch locations and working hours, they can go to Bank Islam's official website or contact customer care.

VISION, MISSION & OBJECTIVES

MISSION

*To Provide Solutions that
Deliver Value*

VISION

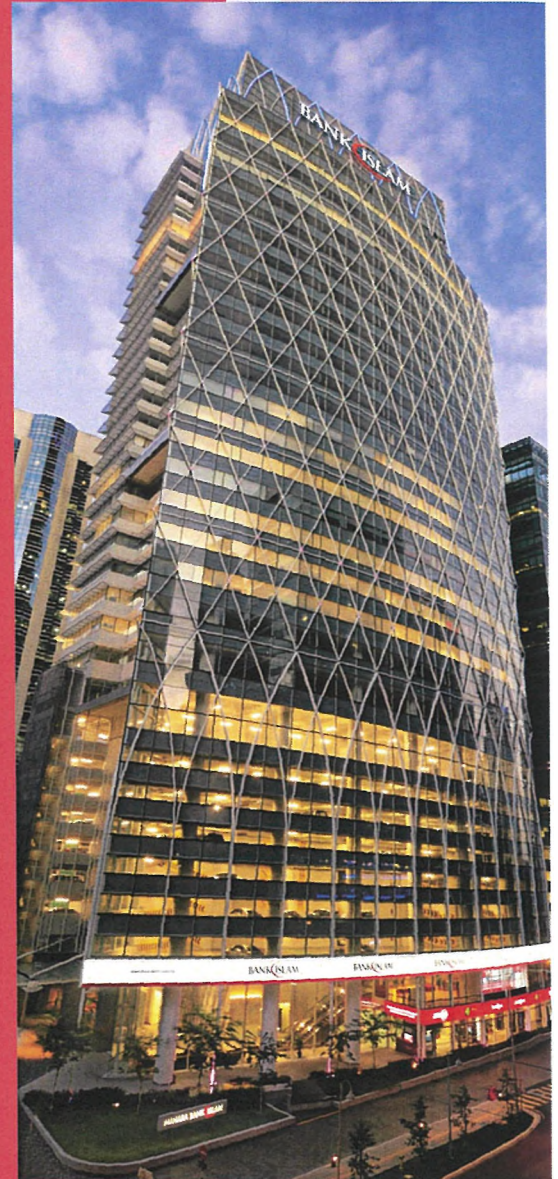
*The Bank that Advances
Prosperity for All*

SLOGAN

*Assuring Trust.
Delivering Value.*

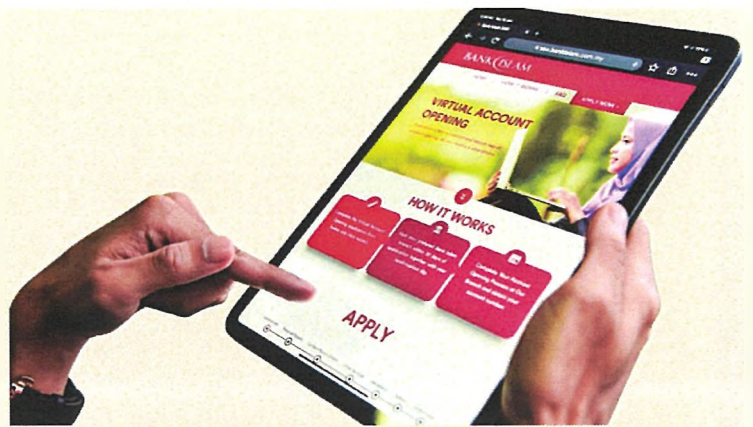
OBJECTIVES

- i. Develop Islamic Banking Principles*
- ii. Offering Shariah-Compliant Financial Products and Services*
- iii. Empower Communities*
- iv. Integrates ESG Principles*



PRODUCTS & SERVICES

BANK ISLAM MALAYSIA BERHAD



PRODUCTS

1. Personal Financing
2. Home Financing
3. ASB Financing
4. Vehicle Financing
5. SME Financing
6. Takaful Protection
7. Ar Rahnū
8. Credit Card
9. Will Writing
10. Deposit & Investments
11. Investment Banking and Advisory
12. Treasury and Markets
13. Commercial and Financial Solutions

SERVICES

1. Internet Banking
2. BIMB Mobile
3. BIMB Web
4. Be U by Bank Islam
5. Sadaqa House
6. eMasjid
7. DuitNow
8. Tabung Haji
9. ATM & CRM
10. Instant Transfer (IBFT)
11. Bill Payment
12. Interbank Giro (IBG)
13. JomPay
14. FPX

DIGITAL ECOSYSTEM

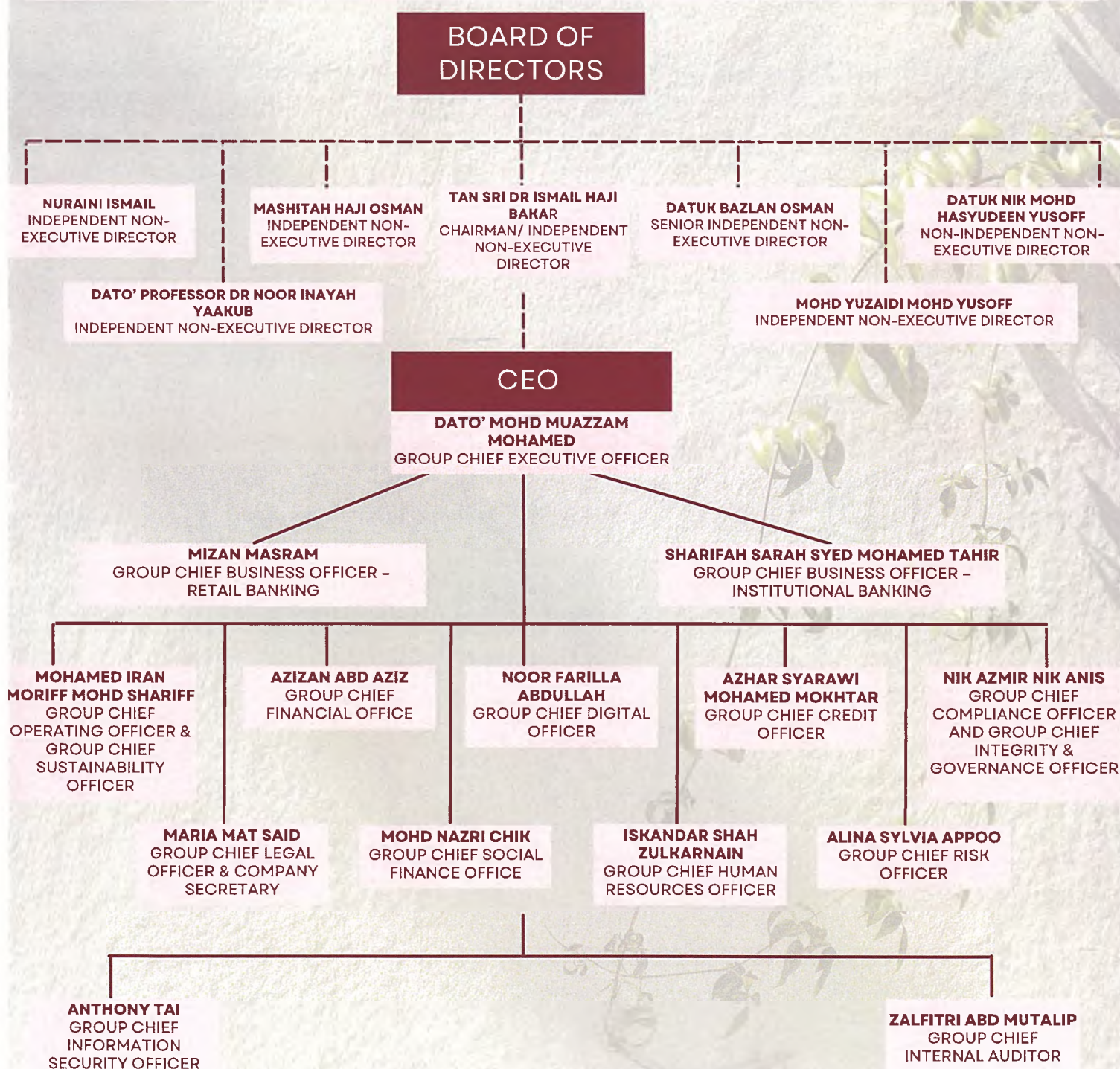
1. IT Blueprint
2. Electronic Know Your Customer (eKYC)
3. Analytics of Data
4. Code S+
5. Cloud Native of Digital Banking
6. Robotic Process of Automation (RPA)
7. Mobile Application
8. Academy of Digital



ORGANIZATIONAL CHART

BANK ISLAM

The organizational structure of Bank Islam is to ensure a clear responsibilities, efficient decision-making, regulatory and Shariah compliance, effective customer service, risk management, and strategy objectives to promote development and innovation.



TRAINING REFLECTION

During my internship at the Department of General Administration, Property, and Project Management at Bank Islam from 12th August 2024 to 24th January 2025, I have gained invaluable experience in managing the Asset Verification Tagging Exercise (AVTE). This exercise involves performing physical verification to make sure that the Bank's fixed assets documented in the financial books are still present in good working order, with regular verification scheduled every two years. Before I began the task, I was given a detailed briefing by the staff managing the exercise. The first instruction helped me comprehend the project's scope and my specific duties.

One of my primary tasks was to search and print the Fixed Asset Register (FAR) based on the designated cost centers in the Asset Accounting System. I also generated and printed the asset labels for movable assets categorized under specific asset classes. These comprised asset class 5000, (furniture and office equipment) and asset class 9000, which contains (low-value assets). By creating these labels was critical for accurate tagging and tracking during the verification process. Throughout the internship, I was responsible for creating and managing important documents such as asset barcodes, Asset Printing Reports, Fixed Asset Registers (FAR), and preparing the memo on the fixed asset verification that included four appendices. The appendices are List of Fixed Assets Tagged (Appendix 1), List of Non-IT Moveable Fixed Assets Not Exist In The Outlet But Exist In Fixed Asset Register (Appendix 2), List of Non-IT Moveable Fixed Assets Exist In The Outlet But Not Exist In Fixed Asset Register (Appendix 3), and verifying by the Asset Liaison Officer (Appendix 4). After I have prepared all the documents, I distributed it along with a QR code and link for submission, to branches, departments, and outlets with specified asset classes, monitored the submissions, collected and compiled them, and also calculated the Net Book Value to prepare a comprehensive report on the asset tagging exercise.

After a few days, I tracked and monitored submissions to ensure timely responses from all branches, departments and the outlet to collect and compiled the documents. Nevertheless, I faced several challenges in carrying out my duties. One of the challenge was following up with branches, departments, and outlets such as Bureau De Change (BDC), Commercial Financial Solutions, SME Banking, and Regional Offices. When issues arose such as incomplete lists, late submissions or confusion regarding the assets for which barcodes had been printed, I collaborated with the staff in managing exercise to find solutions. For example, if a branch submitted a document with errors or neglected to provide the necessary appendices, I cooperated with the team to close the gaps. This collaborative method not only addressed urgent concerns, but also increased overall process efficiency. At the same time, I'm also actively followed up via email to guarantee compliance from branches, departments, and other outlet throughout Malaysia.

After 3 months of consistent I follow-ups and coordination, I was able successfully collected all appendix documents from all the branches, a few departments, and outlets. Subsequently, I was entrusted with totaling and calculating the Net Book Value for each entity. This required me to cross-check the assets listed in Appendix 1 and 2 into the Fixed Asset Register (FAR). The next stage was to compile these findings into a thorough report that indicated the bank's asset situation.

TRAINING REFLECTION

This internship offered me several technical and personal growth chances. From a technical standpoint, I obtained extensive practical expertise in asset management, document creation, and the use of industry systems in my Asset Verification Tagging Exercise (AVTE). My tasks included generating and monitoring important documents, updating errors in the data and ensuring that physical assets and financial records were aligned. Through this, I gained extensive knowledge of the operational structures that underpin financial asset management and learned how to successfully handle inconsistencies, such as mismatches between recorded and actual assets. This hands-on experience not only improved my potential to apply theoretical information in real-world situations but also provided me with a better understanding of the complexity and rigorous procedures involved in financial asset management. Working with systems like the Asset Accounting System expanded my technical knowledge, providing me with essential abilities that are extremely relevant in today's work environment.

On a personal level, the internship improved my abilities to multitask and flourish in a collaborative setting. In addition, managing numerous obligations at once, such as producing crucial documents, communicating with branches, and resolving disputes, as well as helped me to improve my organizational and prioritization abilities.

On top of that, I'm also easy to adapt on complicated workflows, ensuring that each task is aligned with the overarching aims of the Asset Verification Tagging Exercise (AVTE). Additionally, the constant need to liaise with various stakeholders helped me enhance my interpersonal skills, particularly in effective communication, active listening, and negotiating. Problem-solving became a key focus area, as I frequently had to find solutions such as incomplete submissions in asset records. This task taught me the value of punctuality and time management, as meeting deadlines was essential to the completion of the asset tagging exercise. Furthermore, my working hours were Monday through Thursday from 8:00 a.m. to 5:00 p.m., and Friday from 8:00 a.m. to 4:00 p.m., with a lunch break from 1:00 p.m. to 2:00 p.m., which provided a structured schedule that allowed me to efficiently manage my tasks and maintain a work-life balance.

The benefits of this internship extended beyond technical skills. I received an allowance of RM1,000 per month, which offered financial support during the training. Although there were no additional claims, accommodations, or meals provided, I'm bringing my own meals fostered independence and self-management. Overall, the experience have provided me with a well-rounded skill set, preparing me for future job career. By integrating technical knowledge with good interpersonal skills, I am now more confident in navigating work environments and contributing successfully to organizational goals.

SWOT ANALYSIS

SWOT Analysis is a strategic framework that identifies and evaluates an organization's strengths, weaknesses, opportunities, and threats. This framework offers a systematic way to analyzing an organization's internal capabilities and external environment. By meticulously analyzing these four aspects, a company may utilize its strengths, rectify weaknesses, capitalize on opportunities, and oversee threats. In the case of Bank Islam, the SWOT analysis provides significant insights into its operational efficacy and opportunities for development. This analysis not only aids strategic planning, but it also helps the organisation better serve the community and adapt to changing conditions, assuring the organization's continuous relevance and resilience in its operations.

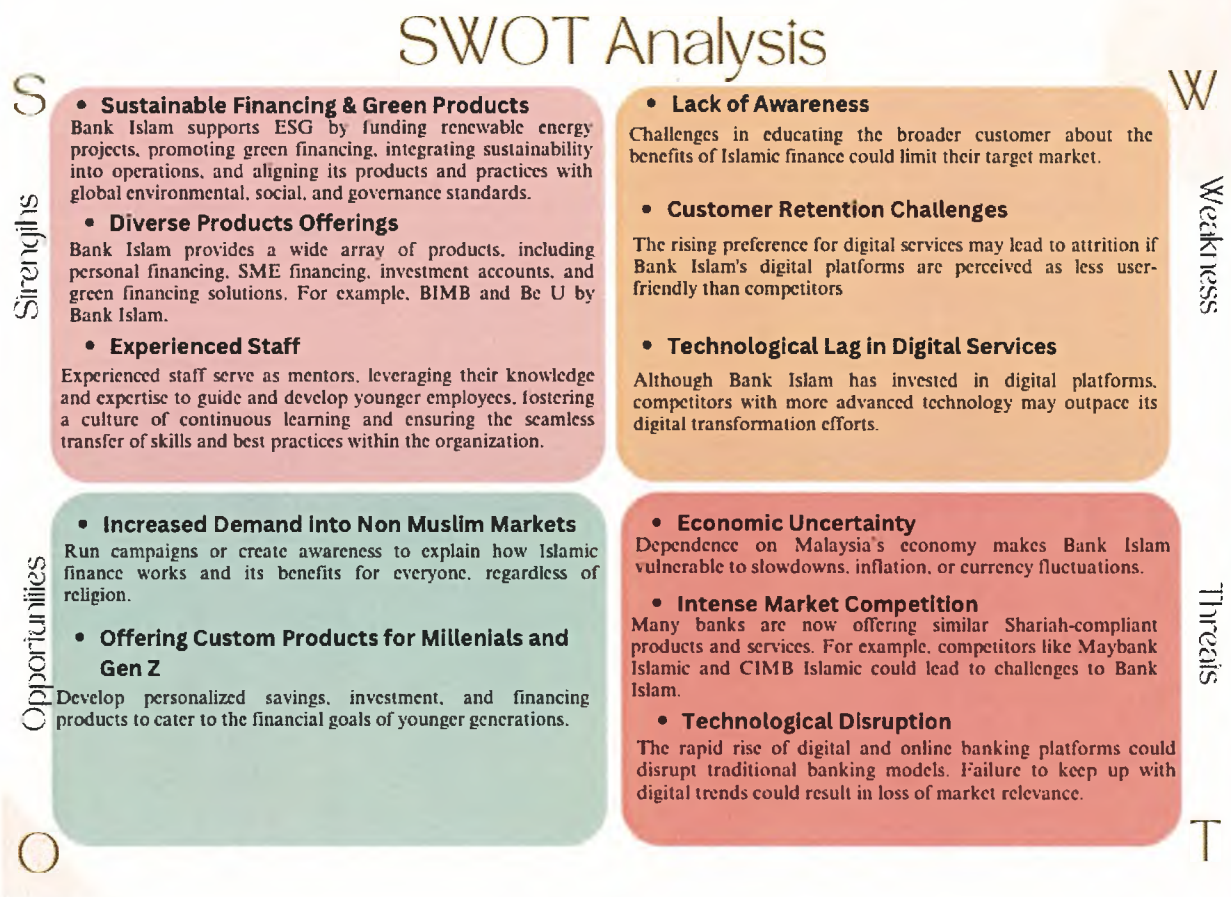


Figure 3 : SWOT Analysis

SWOT ANALYSIS

Strengths

Sustainable Financing and Green Products

During my internship with Bank Islam, I got the opportunity to observe directly how the bank integrates sustainable financing and green products into its operations. One of my most valuable experiences was working on initiatives that aligned with the bank's commitment to Environmental, Social, and Governance (ESG) principles. In addition, Bank Islam indicates its adherence to ESG standards by implementing a number of sustainable initiatives targeted at environmental preservation and operational efficiency. For example, solar panels have been placed in 20 branches to cut energy usage and costs. This transition not only helps to meet global climate targets, but it also lowers the bank's long-term power expenses. Furthermore, the use of LED lighting and motion sensors at Menara Bank Islam improves energy efficiency.

Bank Islam's installation of Electric Vehicle (EV) Charging Stations demonstrates its commitment to promoting sustainable travel and lowering carbon emissions. By providing easy charging facilities in employee parking lots, the bank encourages workers to switch from traditional fuel-powered automobiles to environmentally beneficial electric vehicles. EVs have no tailpipe emissions, considerably reducing the amounts of air pollutants and greenhouse gases connected with transportation. This project is consistent with global sustainability goals and supports Malaysia's efforts to reduce reliance on fossil fuels.

Furthermore, Bank Islam also introduces recycling initiatives which demonstrate its proactive approach to waste management and environmental sustainability. By providing dedicated recycling bins for glass and plastic at its properties, the bank is fostering a culture of responsible waste segregation among employees and visitors.



Figure 4 : Recycle Bin



Figure 5 : EV Charging Station



Figure 6 : Solar Panels at Branch



Figure 7 : LED lighting in department

Paperless Consumption

On top of that, Bank Islam's shift to paperless operations is a key step towards decreasing its environmental impact while increasing operational efficiency. By shifting from old paper-based operations to digital communication channels such as emails and electronic invoicing, the bank has significantly decreased its reliance on paperwork. It also promotes sustainability by preserving natural resources, as paper manufacture requires the felling of trees, extensive water use, and substantial energy consumption. For example, one tonne of recycled paper may save around 17 trees and cut energy use by 50%.

Lastly, digital documentation also allows for speedier communication, less human error, and better access to documents. Bank Islam's effort not only promotes environmental conservation but also modernises its operations, proving its commitment to complying with global sustainability goals and creating a precedent for the banking sector.

SWOT ANALYSIS

Strengths

Diverse Products Offerings

Bank Islam's various product offerings show its dedication to addressing the financial demands of a diversified client base while encouraging sustainability and economic progress. Moreover, the bank also offers a wide range of products to individuals, small and medium-sized businesses (SMEs), and investors, establishing itself as a flexible and customer-focused financial institution. Bank Islam provides Shariah-compliant products for personal financing, including as personal loans and house financing, with the goal of providing customers with ethical and interest-free options. These products assist customers in meeting their financial objectives while following to Islamic principles, ensuring that finance solutions remain accessible, inclusive, and consistent with their values.

In addition, the bank offers targeted financing alternatives for SMEs, including as working capital loans and equipment leasing, allowing businesses to expand their operations while also contributing to economic development. A significant example is the bank's SME financing solutions, which provide flexible payback periods and reasonable rates to enterprises in a variety of industries, including agricultural, manufacturing, and retail.

Furthermore, Bank Islam's investment accounts enable consumers to develop their money through ethical and sustainable investments, including alternatives that prioritise ecologically and socially responsible businesses. For example, the bank's green finance solutions fund renewable energy projects like solar panel installations and energy-efficient building modifications, which directly contribute to Malaysia's sustainability goals.

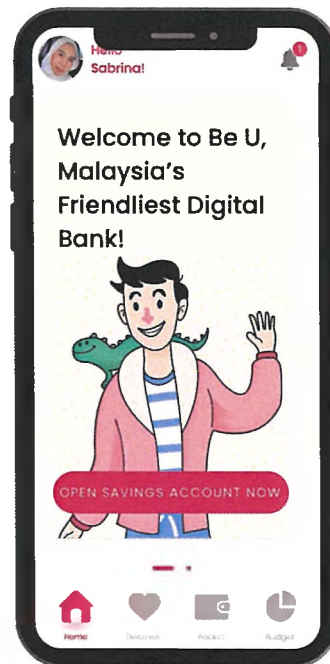


Figure 8 : Be U by Bank Islam



Figure 9 : House Financing



Innovative Digital Solutions

Furthermore, Bank Islam's emphasis on innovative digital solutions, like Be U, a digital banking platform which provides a seamless and user-friendly experience for tech-savvy customers, especially for Millennials and Generation Z. This platform offers customised financial management tools to assist customers in saving, investing, and spending wisely.

Lastly, Bank Islam's extensive product range not only meets the different demands of its customers, but also reinforces its position as a pioneer in sustainable and inclusive banking. Besides, this approach shows the bank's commitment to achieving positive economic, environmental, and social impact by ensuring that its financial solutions make a real difference in the lives of its customers and the wider community.

SWOT ANALYSIS

Strengths

Experienced Staff

Bank Islam benefits immensely from having a team of highly experienced and capable staff members who play an important part in ensuring operational excellence and customer satisfaction. These knowledgeable staff members not only provide essential expertise and in-depth understanding of the banking business, but they also act as mentors for younger and less experienced employees. This mentoring approach guarantees that skills, best practices, and institutional knowledge are seamlessly transferred, promoting an organization-wide culture of continual learning and professional growth. For example, experienced workers frequently assist and help interns or inexperienced employees in important duties such as Asset Tagging. Their asset management skills and understanding helped me grasp the need of proper documentation and the precision necessary in duties like asset barcode preparation, report generation, and net book value calculation.



Figure 9 : Admin Unit Staff

The experienced staff were proactive in sharing their insights and best practices, helping me navigate challenges and learn efficient methods for asset tagging. Their attention to detail and thoroughness in ensuring the accuracy of asset records highlighted the significance of maintaining a well-organized system. Through their mentorship, I gained a deeper appreciation for the professionalism and skill required in asset management and learned the practical applications of the concepts I studied. They provide an encouraging environment in which new team members may gain confidence and competence by breaking down procedures, giving hands-on assistance, and ensuring tasks are executed correctly.

By investing in workforce development, Bank Islam not only improves service quality but also guarantees its staff are well-prepared to respond to changing client requirements and industry trends. This dynamic generates a sustained talent pipeline, allowing the bank to successfully react to difficulties while maintaining high performance standards, which is critical for preserving client trust and improving its market position.

SWOT ANALYSIS

Weaknesses

Lack of Awareness

Bank Islam faces a huge problem in raising public understanding of the principles, benefits, and inclusiveness of Islamic banking, particularly among non-Muslim groups. Islamic finance is founded on Shariah principles, which emphasize ethical, transparent, and socially responsible financial practices such as the prohibition of interest (*riba*), the avoidance of undue risk (*gharar*), and investments in socially useful areas.

These concepts are not confined to helping Muslims; they are intended to provide financial solutions that are consistent with the values of justice and equity, making them relevant and useful to everyone. However, misunderstandings about Islamic finance's exclusivity to Muslims, along with insufficient attempts to highlight its global appeal, have hampered wider acceptance and comprehension. As a result, despite the bank's broad and inclusive financial products, such as personal and SME lending, investment accounts, and green finance efforts, a sizable portion of the public may overlook Bank Islam.

For example, while Islamic finance emphasises risk-sharing and asset-backed transactions to promote transparency and mutual benefit, many potential clients may find these elements confusing or unfamiliar when compared to traditional banking. This lack of awareness may deter individuals from investigating goods that may help them achieve their financial objectives. Also, non-Muslim individuals and businesses may be unaware that Islamic banking products are intended to give ethical solutions that are accessible to anybody, regardless of religious views. Overcoming this problem would need a systematic and continuous effort by Bank Islam to educate the public, debunk myths, and foster trust in its goods and services.

Effect of Awareness

Furthermore, Bank Islam's experienced staff may play an important role in closing this knowledge gap. For example, businesses might help interns, junior workers, or consumers grasp fundamental financial practices by implementing projects such as the Asset Tagging Exercise, which displays the practical implementation of Islamic banking concepts. Staff members contribute to demystify Islamic finance by utilising their experience to guide and coach others, while also improving the bank's reputation for accessibility and customer care. Such initiatives, together with personalised client outreach and bespoke financial solutions, can help Bank Islam establish long-term partnerships with new and varied consumer categories.



Figure 9 : Handle Asset Tagging Exercise

SWOT ANALYSIS

Weaknesses

Customer Retention Challenges

Customer retention is an important part of any financial institution's performance and Bank Islam has an even greater difficulty as the digital banking revolution unfolds. With the fast growth of financial technology (fintech) and the rising demand for smooth, user-friendly digital experiences, customers nowadays expect banks to provide cutting-edge digital solutions that meet their convenience and needs.

One of the issues Bank Islam confronts is ensuring that its digital platforms are on level with or better than those of its competitors. When it comes to digital banking, customers, particularly younger generations such as Millennials and Generation Z, prioritize ease, speed, and user-friendly interfaces. If Bank Islam's digital products are deemed to be less sophisticated, slower, or less user-friendly than those of other banks, customers are likely to migrate to competitors that provide superior digital experiences.

This difficulty is exacerbated by the highly competitive character of the banking business, such as Maybank Islamic and CIMB Islamic provide Shariah-compliant products while aggressively investing in their digital ecosystems. For example, the competitors may offer features like rapid loan approvals, AI-powered financial planning tools, or seamless connection with e-commerce platforms that appeal to tech-savvy customers.

If Bank Islam fails to provide such advantages, it risks losing not just customer happiness but also market share. Furthermore, when digital banking becomes the usual form of engagement, clients are less likely to stick with a bank just because of its physical branches or conventional services. Instead, their loyalty is based on how successfully the bank incorporates technology into its processes to provide personalized and efficient services.

Managing customer retention problems requires Bank Islam to take a proactive method to improving its digital platforms and services. First, the bank must engage in user-centred design to ensure that its mobile banking app and web platforms are intuitive, efficient, and feature-rich. Real-time account updates, secure payment channels, and personalised financial dashboards may all help to improve the customer experience. Furthermore, using upcoming technologies such as AI-powered chatbots for customer service, blockchain for safe transactions, and predictive analytics for targeted financial advice might distinguish Bank Islam as a creative digital player.



Figure 10 : Career Fair

Another critical strategy is to gather and take action on feedback from customers to identify issues in their digital experience. For example, if customers report issues like slow app performance, limited functionality, or poor navigation, the bank must respond rapidly with software updates and system advancements. Regular user testing and competition benchmarking may also help Bank Islam maintain its lead in the digital banking sector. Furthermore, targeted marketing activities emphasising the bank's commitment to digital innovation and customer-centricity can assist rebuild confidence and engagement with customers who have considered leaving.

SWOT ANALYSIS

Weaknesses

Technological Lag in Digital Services

Technological lag in digital services is a critical issue for Bank Islam, which operates in an environment where consumer tastes are quickly evolving towards digital-first solutions.

Customers increasingly expect their financial institutions to deliver smooth, rapid, and easily accessible digital platforms for managing their affairs. This includes strong mobile applications, user-friendly online banking interfaces, and features like quick transactions, real-time financial information, and personalised suggestions backed by artificial intelligence. When a bank's digital services fall behind its rivals in terms of functionality, speed, or user experience, it risks being viewed as out of date and irrelevant, which can have a direct influence on customer satisfaction and loyalty.

For Bank Islam, technical lag might appear in a variety of ways. For example, if its mobile banking app lacks innovative features such as AI-powered financial planning tools, real-time budgeting, or predictive analytics, clients may find it less appealing than competing applications from other banks such as Maybank Islamic or CIMB Islamic. Similarly, consumers may become frustrated and seek out alternatives that provide a more seamless experience if digital services are slower, have limited functionality, or experience frequent technical issues. This is especially important for younger generations, like Millennials and Gen Z, who are extremely tech-savvy and used to seamless digital experiences in other areas of their lives, like streaming services and e-commerce.

Furthermore, the effects of technology lag go beyond consumer discontent. In a competitive market where digital transformation is rapidly, falling behind technologically might result in a loss of market relevance.



Figure 11 : AI in digital services

Besides, competitors who are more adaptable to emerging technologies, such as blockchain for secure transactions, machine learning for risk assessment, or biometric authentication for increased security, may expand market share and attract tech-savvy users who appreciate innovation. Furthermore, a lack of modern digital infrastructure may impede Bank Islam's ability to offer new goods and services effectively, restricting its development potential and innovation capability.

To summarise, resolving technology lag in digital services necessitates a multidimensional strategy that includes investment in modern technologies, user-centric design, strategic alliances, staff participation, and customer education. By aggressively reducing the gap between its offers and those of its competitors, Bank Islam may increase its competitiveness, retain existing customers, and attract new ones. Furthermore, a strong digital transformation plan will position the bank as a forward-thinking leader in the Islamic finance sector, assuring its long-term development and relevance in an increasingly digital age.

SWOT ANALYSIS

OPPORTUNITIES

Increased Demand into Non Muslim Markets

The rising worldwide interest in ethical and sustainable financial practices provides a big potential for organisations such as Bank Islam to develop their presence in non-Muslim regions. Islamic finance, founded on ideals of justice, openness, and social responsibility, appeals to both individuals and businesses looking for solutions for conventional money. Interest-free loans and socially responsible investments, for example, might appeal to customers who are sustainably and legally sensitive. However, a significant barrier to effectively capitalising on this possibility is non-Muslim populations' lack of understanding about Islamic financing. Many potential buyers may be unaware of how Islamic financial principles match with universal values or how these products actually function.

To prevent this, Bank Islam can launch focused awareness programs to demystify Islamic finance, emphasising that it is inclusive and beneficial to everyone, regardless of faith. Creating instructional content, conducting seminars, and engaging with non-Muslim personalities might help to spread this message.

Furthermore, the organisation might create customised financial products to fit the demands of these industries, such as green finance for renewable energy projects, SME loans for ethical enterprises, or creative savings plans for environmentally concerned consumers. By combining these methods with its current strengths, including as skilled people, broad product offerings, and a dedication to sustainability, Bank Islam may establish itself as a global leader in ethical finance. Expanding into non-Muslim markets broadens its client base while also emphasising the universal applicability and attraction of Islamic financial ideas in today's economy.



SWOT ANALYSIS

OPPORTUNITIES

Offering Custom Products for Millennials and Gen Z

Creating customized financial products for Millennials and Gen Z necessitates a thorough understanding of their financial habits, goals, and lifestyle preferences. This is because, these generations have dramatically different

expectations of financial services than previous populations, placing a premium on ease, personalisation, transparency, and alignment with their ethical and social beliefs. For banks like Bank Islam, this gives a chance to develop new, purpose-driven solutions that appeal to these younger, tech-savvy consumers and position the institution as their preferred financial partner.

Millennials and Generation Z have grown up in a digital-first society, so smooth, mobile-friendly interactions are an essential component of their banking experience. They want financial systems to have a simple interface, real-time updates, and tools that help people manage their money successfully. For example, the apps with built-in budgeting tools, savings trackers, and AI-powered insights, for example, may help individuals understand their spending habits, establish financial goals, and monitor progress in a personalized way. Offering prizes or gamified experiences, such as milestones for meeting savings goals or unlocking bonuses for maintaining financial discipline, may boost participation and make financial planning more interactive and fun.

Ethical and socially responsible financial solutions are particularly appealing to younger generations, who are becoming more aware of the environmental and social consequences of their actions. Bank Islam might launch sustainability-focused investment products, such as green bonds or ESG-compliant funds, enabling customers to invest in causes that match with their beliefs. Similarly, finance options suited to specific life goals such as low-interest education loans, travel-focused savings plans, or entrepreneurial funding which can satisfy their requirements while instilling trust and support.

Banks that prioritise the particular demands of Millennials and Generation Z not only guarantee their loyalty, but also provide the groundwork for long-term partnerships. As these generations' financial power grows, providing goods and services that meet their needs presents a bank as an innovative and customer-centric organisation able to prosper in an ever-changing financial world.



SWOT ANALYSIS

THREATS

Economic Uncertainty

Economic uncertainty is a key concern for financial institutions like Bank Islam, especially given their reliance on Malaysia's economy, which leaves them exposed to swings such as slowdowns, inflation, and currency volatility.

Therefore, economic downturns can result in decreased consumer spending, lower loan demand, and an increase in loan defaults as firms and people struggle to fulfil their financial responsibilities. On the other hand, inflation erodes buying power, thereby reducing the attractiveness of savings products and increasing operational expenses as the bank adjusts salaries and infrastructure expenditure to keep up. For Bank Islam, which relies on a regular the inflow of deposits to sustain its financing activities, such a move might reduce liquidity and limit its capacity to provide loans and other financial services. Furthermore, inflation frequently leads to increasing operating costs for organizations, including the bank, since expenses such as employee wages, energy, and technological investments become more expensive. If inflation stays uncontrolled, the entire cost of conducting company may rise, reducing profit margins.



On the other hand, currency fluctuations are also an important consideration, especially when the Malaysian ringgit (MYR) is volatile. Currency volatility may have a significant impact on international commerce, investment inflows, and local price systems. A weakening ringgit might raise operating costs for a bank like Bank Islam, which may participate in cross-border finance or rely on imported technology and infrastructure. Furthermore, foreign investors may regard currency volatility as a danger, resulting in less investment in local markets, thus dampening economic activity. So, this could impacts customers, particularly company that rely on imports or exports, as well as people with debts denominated in foreign currencies.

SWOT ANALYSIS

THREATS

Intense Market Competition

Intense market competition is a significant problem for Bank Islam, since it works in an environment where many banks, such as Maybank Islamic and CIMB Islamic which provide Shariah-compliant goods and services.

This overlap in offers puts substantial pressure on Bank Islam to differentiate itself and preserve market share.

Competitors frequently use advanced technology, extensive marketing techniques, and innovative financial products to gain a wider customer base, leaving Bank Islam with the twin burden of keeping existing customers and acquiring new ones. Example, competitors may provide highly specialized Islamic finance products, such as digital-first investment accounts or microfinance solutions, aimed at younger, tech-savvy generations or specific user niches.



Furthermore, other companies with more resources may employ aggressive pricing methods, such as offering lower loan rates or better returns on deposits, so boosting competition. To counter this, Bank Islam must prioritize continual innovation and distinction by expanding its product line, implementing innovative digital technologies, and investing in customer experience enhancements. By aligning its offerings with customer needs, emphasizing its expertise in ethical and sustainable financing, and leveraging its experienced workforce for personalized service delivery, Bank Islam can position itself as a leader in the Islamic banking sector and effectively navigate the challenges posed by intense competition.

AFFIN ISLAMIC

CIMB ISLAMIC



HongLeong Islamic Bank



AmBank Islamic

Figure 12 : Types of Islamic Bank in Malaysia

SWOT ANALYSIS

THREATS

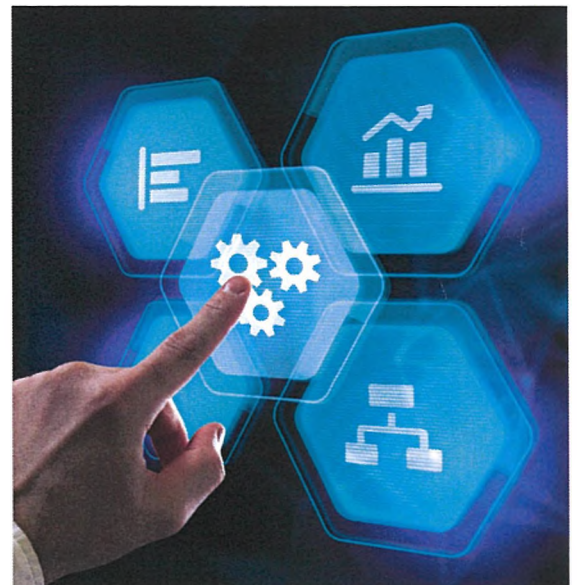
Technological Disruption

Technological disruption is a significant challenge for traditional financial institutions like Bank Islam, as the rapid evolution of digital banking continues to reshape customer expectations and redefine the banking landscape. With the rise of fintech companies and advancements in technology such as artificial intelligence (AI), blockchain, and mobile app ecosystems, customers now demand faster, more personalized, and seamlessly integrated financial services.

This change has upended traditional banking practices, which formerly depended on physical branches and manual processes. Customers today demand rapid loan approvals, real-time financial tracking, secure digital payments, and AI-powered financial planning tools, all available through user-friendly mobile applications.

Competitors, especially fintech startups and major banks that have made significant investments in digital innovation, are gaining market share by satisfying these requests. If Bank Islam does not keep up with these technological improvements, it will risk losing relevance in the perspective of tech-savvy clients who appreciate ease and innovation. Furthermore, competitors' use of digital technology enables them to minimize operational costs and pass those savings on to customers in the form of competitive borrowing rates or greater returns on savings products. This raises the need on Bank Islam to not just improve its digital platforms, but also retain pricing competitiveness while providing excellent client experiences. To handle this upheaval, Bank Islam must prioritise a thorough digital transformation plan that capitalises on emerging technology while improving service delivery.

This includes developing user-friendly digital platforms with innovative features like personalised financial insights, AI-powered customer assistance, and transaction security via blockchain. Furthermore, Bank Islam should consider forming alliances with fintech startups to expedite innovation and implement agile techniques to adapt fast to market shifts. By implementing these actions, Bank Islam not only reduce the risks of technological disruption, but also establish itself as a leader in digital Islamic banking, that assuring long-term relevance and development in an increasingly competitive and technology-driven industry.



DISCUSSION AND RECOMMENDATION

STRENGTH

1. Bank Islam's emphasis on green finance and sustainable operations puts it as a pioneer in ethical banking. This is consistent with the increasing global awareness of environmental, social, and governance (ESG) principles. According (Mazliza, 2021), ESG-compliant firms are found to **have better governance, care more for the environment and sustainable development, have less earnings volatility, and have access to lower-cost funds**. Therefore, I would like to suggest using Bank Islam's ESG alignment in marketing initiatives to draw over eco-aware customers and investors by highlighting the bank's support of sustainable projects and renewable energy.

2. In order to satisfy the diverse demands of its customers, the bank offers a wide range of products and services, including investment accounts, personal finance, SME financing, and green financing options. In order to give customers thorough knowledge of the unique characteristics and advantages of Islamic banking products and enable them to make decisions that are consistent with their values, **it is now essential to implement effective communication and education techniques**. (Faizi, 2023) So, in order to guarantee that every segment is aware of the items that meet their financial objectives, I would like to advise emphasizing these varied offers through customer-centric marketing.

WEAKNESS

1. Customers'- growing preference for online banking presents a danger if their perception of Bank Islam's platforms is that they are less user-friendly than those of its competitors. (Kong and Maria, 2020) assessing the quality of services **enables banks to comprehend the requirements and desires of their customers**. In addition, customers will only stay with the same bank if they receive high-quality service. In order to improve the user experience, I would like to advise customer to give a feedback through survey for iteratively improving digital banking systems.

2. Despite its digital platform investments, competitors with more sophisticated technology could eventually outperform Bank Islam. According (Ali et. al, 2021) to undertake digital transformation, **companies must have a clear plan, a sufficient organizational structure, digital capabilities, a supportive organizational culture, and a balanced governance framework**. I would like to recommend for Bank Islam to improve in user-friendly platform to stay up with technical changes and boost customer retention in digital services.

DISCUSSION AND RECOMMENDATION

OPPORTUNITIES

1. Millennials and Generation Z are increasingly looking for financial solutions that suit to their specific demands, such as flexible savings accounts, digital wallets, and ethical investing possibilities. Hence, Bank Islam has a potential to enter this industry with innovative solutions. Siti et. al., 2024 indicates that **banks should refocus their attention on the banking demands of these generations** of customers in order to better understand what impacts their conduct. In conclusion, I would like to recommend that Bank Islam should propose developing flexible financial products, such as micro-investment accounts and savings plans with gamified features to engage younger customers. Collaborating with influencers or leveraging social media platforms could also help in reaching these demographics effectively.

THREATS

1. Economic uncertainty and reliance on Malaysia's economy provide risks from inflation and currency fluctuations. According to (Ji et. al., 2021), **higher economic uncertainty relates with higher bank risk-taking, but higher financial uncertainty relates with lower bank risk-taking**. Therefore, I would advocate for expanding income sources by looking into regional or foreign markets. Offering services tailored to varied economic situations, such as hedging instruments or inflation-protected savings plans, can also help to reduce the risks associated with economic swings.

2. The fast growth of digital banking platforms may threaten established banking arrangements. Competitors with more advanced digital ecosystems may undermine Bank Islam's market share if it fails to stay current with technology advances. According to (Xavier, 2019), **digital disruption in the financial industry is driven by causes on both the supply side, namely technical improvements, and the demand side, accompanied by changes in customer expectations of service**. I recommend that Bank Islam prioritise investments in new technologies such as AI-driven consumer analytics and blockchain for safe transactions. Creating relationships with financial companies can also assist to expedite digital innovation and improve customer experience.

CONCLUSION



Figure 13 : My Supervisor, Puan Saedatun Hayati

During my internship at Bank Islam, working alongside experienced staff was one of the most enriching aspects of the Asset Verification Tagging Exercises (AVTE). In addition, The Asset Verification Tagging is intended to assist asset officers and supervisor in managing their assets more efficiently and effectively inside a company (Umaimah and Aqilah, 2019). Therefore, the staff brought vast knowledge and practical experience to the table, which proved especially useful when dealing with the challenges of asset management. They also guided me through the whole AVTE process, from creating asset barcodes and reporting to assuring the correctness of the Fixed Asset Register (FAR). Their ability to spot possible anomalies and execute remedial steps taught me the value of asset tagging accuracy and thoroughness.

Furthermore, their insights on optimizing workflows and skilled time management enabled me to finish assignments more efficiently, even when working under tight deadlines. The experienced personnel emphasized the necessity of adhering to organizational rules and audit standards, giving me a clear knowledge of the professional expectations in a corporate setting. Time management is vital for overall wellbeing (Rafikul et.al., 2021). Their desire to coach and encourage me created an environment conducive to ongoing learning, where I could ask questions and actively engage in issue solving. The cooperation improved not only my technical and analytical capabilities, but also my interpersonal and communication qualities by teaching me how to effectively communicate results and recommendations. Overall, their coaching helped me establish a good foundation in asset management, preparing me for future careers that need both technical competence and teamwork.

This internship has given me significant insights into the operations of a renowned Islamic financial institution, preparing me to make a meaningful contribution to the sector in the future. I am really appreciative for this opportunity and the assistance I have gotten from Bank Islam and my mentors along this journey.

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APPENDICES



Figure 14 : Printing Asset Barcode and Asset Printing Report



Figure 15 : Compiling the document of Asset Tagging



Figure 16 : Separate Document of Asset Tagging by Following Branches

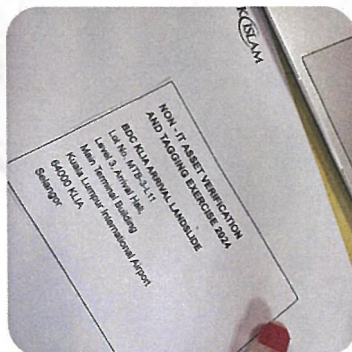


Figure 17 : Attach the address for each document to be posted to each branches



Figure 18 : Sending documents to Mailing Room



Figure 19 : Compile the Consignment Note in the AVTE Register file



Figure 20 : Submit the Asset Tagging Exercise to department in Bank Islam



Figure 21 : Lunch with the Admin Unit