



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau



Maybank

2024

INDUSTRIAL TRAINING REPORT

MAYBANK BUKIT MERTAJAM BRANCH

Prepared by:

Nurul Iman Binti Mohd Firdaus Chua
2021889242 | BA240

EXECUTIVE SUMMARY

This report provides an objective evaluation of how my internship experience at Maybank Bukit Mertajam branch will benefit my future endeavors. The executive summary serves as a comprehensive overview of the report's purpose, scope, findings, recommendations, and conclusions. The detailed report explores the impact of my internship at Maybank Bukit Mertajam, examining both its influence on my personal growth and professional development, as well as conducting SWOT and PESTEL analyses specific to the branch.

During my internship, I engaged in various responsibilities that enriched my skills and knowledge. Recognizing industrial training as pivotal to academic enrichment, this experience has not only provided practical work experience but has also honed my communication, teamwork, and problem-solving abilities. It has allowed me to explore different aspects of banking and discover my passions.

Through this report, I gained insights into the branch's strengths, weaknesses, opportunities, and threats, such as its strong employee welfare practices and challenges like managing high workloads. This understanding has empowered me to independently analyze business operations and deepen my comprehension of banking practices. Furthermore, the analysis offers valuable insights into enhancing customer interactions within the branch. Overall, this report underscores the significance of internships in equipping individuals with real-world skills and preparing them for future success in their chosen career paths.



TABLE OF CONTENT

Executive Summary	i
Acknowledgement	1
Student's Profile	2-3
Company's Background	4
Vision, Mission & Core Value	5
Organizational Chart	6
Training's Reflection	7-8
SWOT Analysis	9
Discussion	
Strengths	10-12
Weaknesses	13-15
Opportunities	16-18
Threats	19-20
Recommendation	
SWOT Analysis Matrix	21
SO Strategy	22
ST Strategy	23
WO Strategy	24
WT Strategy	25
Conclusion	26
Reference	27-28
Appendices	29-32

COMPANY'S BACKGROUND



Maybank's journey began in 1960, addressing the lack of banking facilities for local businesses in Malaysia. It quickly became the nation's first homegrown bank, expanding across Southeast Asia. Over the years, Maybank has remained committed to serving communities, focusing on accessibility and empowerment. It pioneered initiatives like rural credit schemes and housing loans, supporting economic development. Despite challenges like the 1990s financial crisis, Maybank continued to grow, becoming a symbol of shared growth in ASEAN.

Today, Maybank stands as one of Asia's premier banking groups and holds the position of the fourth largest bank in Southeast Asia in terms of assets. With a vast international presence spanning over 2,600 offices across multiple countries including Malaysia, Singapore, Indonesia, Philippines, Cambodia, Vietnam, Laos, Myanmar, Hong Kong, China, Brunei, UK, USA, Pakistan, and Dubai. Maybank Group offers a comprehensive array of financial products and services. This includes consumer and corporate banking, investment banking, Islamic banking, insurance and assets accessible financing and tailored advice to its customers while maintaining a strong focus on community engagement.

Additionally, Maybank prioritizes digital transformation and innovation to uphold its position as a leader in digital banking, aligned with its M25 strategic goals. With a focus on humanizing financial services, Maybank remains a driving force for inclusive growth. Committed to responsible corporate practices, Maybank also emphasizes good environmental, social and governance (ESG) standards.

VISION

Maybank aims to lead as a premier financial services provider in the region, driving forward the ambitions of Asia alongside its customers.

MISSION

1. Do the right thing – Humanising

As stewards to communities, Maybank acknowledge its roles as community leaders and the responsibility to balance present profits with future resilience. This entails understanding the ecological and social impacts of their actions, propelling them to consistently strive for a better tomorrow, not only for Maybank but also for future generations.

2. Leave No One Behind – Financial

Maybank believe everyone should have access to easy and helpful financial services. By doing this, Maybank can help reduce poverty and make everyone has a chance to be financially independent.

3. Serve as a Force for Good – Services

Maybank invest in projects and ideas that make our communities better for everyone. Their aim is to create a future where everyone feels included and can thrive.

CORE VALUE

Maybank's core value, represented by the acronym T.I.G.E.R.

Teamwork: Maybank collaborated as a cohesive team, fostering mutual respect and dignity among members.

Integrity: Maybank conduct is characterized by honesty, professionalism, and ethical behavior in every aspect of our work.

Growth: Maybank are dedicated to continual improvement and innovation.

Excellence & Efficiency: Maybank commitment lies in achieving exceptional performance and providing top-notch service through efficiency.

Relationship Building: Maybank consistently cultivate long-term, mutual beneficial partnership as a cornerstone of their operations.