



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



AFFIN BANK

HRM666 INDUSTRIAL TRAINING REPORT

1st March – 9th August 2024

PREPARED BY:

Siti Rose Sheryleen binti Abdul Ghani
2021454324
BA243

PREPARED FOR:

Muhammad Aiman Ariffin
Dr. Nur Zainie binti Abd Hamid



EXECUTIVE SUMMARY

This internship report details my successful six-month training at Affin Bank Berhad in the Group People Office department. The training began on March 1, 2024, and ended on August 9, 2024, coinciding with the final semester of my Bachelor of Business Administration (Hons.) in Human Resource Management. The main goal of this practical training is to provide students with early exposure to fields like marketing, management, accounting, finance, human resource management, and related areas to prepare them for future careers. Each moment during my internship provided valuable experiences, especially in navigating the workings of a large organization like Affin Bank. As a human resources student, I eagerly applied classroom knowledge and gained practical insights. Throughout the internship, I took on various responsibilities, including serving on the Talent Acquisition team for organizational activities and assisting candidates with their inquiries. This report outlines the benefits gained from my training, including skills like problem-solving and multitasking. Additionally, based on my observations during the training period, the report includes an analysis of Affin Bank's strengths, weaknesses, opportunities, and threats (SWOT analysis).

Table Of Content

01 Executive Summary & Acknowledgment

04 Student's Profile

05 Company's Profile

10 Training's Reflection

12 SWOT Analysis

08 Discussion & Recommendations

09 Conclusion

10 References

10 Appendices



LOCATION OF AFFIN BANK BERHAD



Headquarters

**Menara AFFIN, Lingkaran TRX, Tun Razak
Exchange, 55188 Kuala Lumpur**

About Affin Bank Berhad

Affin Bank Berhad, initially established as Perwira Habib Bank in 1975 and rebranded in 2001, is a significant entity within Malaysia's financial sector. As part of the Affin Group, a diversified financial services group, Affin Bank serves a broad customer base ranging from individuals and small to medium enterprises (SMEs) to large corporations.



The bank is known for its commitment to enhancing customer experience, advancing digital transformation, and pursuing sustainable growth strategies in the Malaysian banking industry. These efforts underscore Affin Bank's position as a leading institution dedicated to providing comprehensive financial solutions across the country. In terms of ownership, Affin Bank is part of the larger Affin Group, which includes subsidiaries specializing in Islamic banking (Affin Islamic Bank Berhad), investment banking (Affin Hwang Investment Bank Berhad), insurance (Affin Hwang Insurance Berhad), and asset management (Affin Hwang Asset Management Berhad). The Malaysian government holds a significant stake in Affin Bank through various channels, including government-linked investment funds and agencies.