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**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR (HONS) IN INTERNATIONAL BUSINESS**

**MGT 666:
INTERNSHIP**

**INDUSTRIAL TRAINING REPORT:
MALAYAN BANKING BERHAD (MAYBANK)**



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Tajuk Laporan	SWOT Analysis of Maybank Jalan Zabedah, Batu Pahat.	Nama Syarikat	Maybank Jalan Zabedah, Batu Pahat.

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

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EXECUTIVE SUMMARY

This internship report provides a detailed overview of my six-month industrial training at Maybank Jalan Zabedah, Batu Pahat, in the Credit Department and Customer Service Unit, from March 3rd to August 15th, 2025. I received practical experience with Maybank's key services by working on outbound calls for Salary Financing, Customer Privileges, and SME loans. I learned how to communicate with diverse customer segments and provide specialized solutions.

Maybank's organized work culture, strong brand image, and diverse product offerings established it as a leader not only in Malaysia but across Southeast Asia. The bank's operations, covering everything from community-focused products to innovative digital services, demonstrated its dedication to its vision of "Advancing Asia's Ambition with You" and mission of "Humanising Financial Services". Maybank serves consumers from all backgrounds and demands through four core pillars which are Community Financial Services, Global Banking, Insurance & Takaful, and Islamic Banking.

This report also includes a SWOT analysis, which identifies Maybank's competitive strengths as well as areas for improvement. Maybank's strong brand image and diverse of online banking product and services provide significant advantages. However, I identified several limitations at the branch level, such as the limited use of customer data analytics and the lack of a strong digital marketing presence to better reach the local community. This is very important since today's customers, especially the younger generation, want timely, relevant information via digital means before visiting a branch. Meanwhile, opportunities such as salary increase from the government and the rise of Islamic financing provide new opportunities for Maybank to expand.

To respond to these outcomes, this research makes practical recommendations such as investing in user-friendly analytics tools for the branch level, enhancing local social media efforts, and raising customer knowledge about digital security. These suggestions are aimed at helping Maybank preserve its reputation as a trustworthy bank while adjusting to new trends. Overall, this internship provided me with firsthand experience in the real banking industry, helped me enhance my soft skills, and deepened my understanding of how Maybank integrates tradition and innovation to stay ahead. It has prepared me for my future steps in the workplace and demonstrated the need for humanizing financial services.

ACKNOWLEDGEMENT



“...And when ye are told to rise up, rise up. Allah will raise up, to (suitable) ranks (and degrees), those of you who believe and who have been granted (mystic) Knowledge. And Allah is well-acquainted with all ye do” [Quran, 58:11].

I would like to thank Allah, The Merciful and The Provider, that has lent His help for us to finish this report. He guided me and answered my prayers in my pursuit of knowledge and a brighter future. May Allah continue rain His blessings upon us.

I would also want to thank Maybank for providing me with the opportunity to complete my industrial training at this branch. My industrial supervisor, Mrs. Noraini Binti Kasim, the Branch Manager Mrs. Lau Guik Peng, and the Maybank Jalan Zabedah team deserve special recognition. Their guidance and helpful advice at every stage of the training greatly encouraged me in finishing my industrial training in this branch. I could not have gained as much knowledge from my internship as I did without their thoughtful advice and assistance. I sincerely appreciate the knowledge and experience that I have gained from working as an intern at Maybank. My heartfelt appreciation goes out to Kak Syahirah, Kak Noraniza, Kak Norhafiza, Kak Liana, Kak Amiera, Kak Noriyati, Kak Saliza, Kak Farah, Kak Hafizah, and all those who contributed to the great experience of my internship.

I express my sincere appreciation to my university supervisor, Dr. Nurazree bin Mahmud, who has always been supportive and dedicated in guiding me throughout this internship period. His consistent encouragement, valuable input, and assistance in ensuring this report met with the academic standards. His mentorship has been instrumental in shaping the quality and direction of this project.

Lastly, I am deeply grateful to my family and friends for their continuous encouragement and moral support throughout this journey. This achievement would not have been possible without their unwavering belief in me.

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