



AMANAH RAYA

**FACULTY BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE
BA272
INDUSTRIAL TRAINING REPORT (MGT 667)**

**THE APPLICATION OF SWOT ANALYSIS IN
FINANCIAL MANAGEMENT: AN INTERN'S
PERSPECTIVE AT AMANAH RAYA BERHAD**

AMANAH RAYA BERHAD

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PART 1: PRELIMINARY PAGES

EXECUTIVE SUMMARY

This industrial training report was prepared as part of the academic requirement for the Bachelor of Business Administration (Hons.) Finance (BA272) under the course code MGT 667. My internship was carried out at Amanah Raya Berhad, located in Melaka, from 22 September 2025 to 9 January 2026, covering a total of 16 weeks.

During my internship at Amanah Raya Berhad, Melaka Branch, I was placed as a Finance intern. Even though the branch does not have a specific Finance Department like the headquarters, I was given the opportunity to learn and assist under the guidance of the accounting officer. Throughout the training, I was exposed to several financial-related tasks such as updating payment records, preparing supporting documents, and assisting in daily administrative work related to client accounts.

This report consists of nine main sections. The first few parts cover the student's profile and the company background of Amanah Raya Berhad, Melaka Branch. The middle part of the report focuses on a reflection of my internship experience and includes a SWOT analysis that evaluates the branch's internal strengths and weaknesses, as well as external opportunities and threats. This analysis aims to provide a clearer understanding of how Amanah Raya operates as a trust and estate management institution while identifying areas for improvement in its service delivery and operational efficiency. The final part of the report presents general reflections, key findings, and recommendations supported by relevant academic perspectives.

This experience allowed me to understand how financial processes are handled at the branch level and how they connect to the main accounting system managed by the headquarters. Learning directly from the accounting staff also gave me a clearer view of how Amanah Raya ensures accuracy and transparency in every financial transaction, which is crucial for a trust and estate management company.

ACKNOWLEDGMENT

In the name of Allah, the Most Gracious and the Most Merciful, I would like to express my deepest gratitude for the opportunity to complete my industrial training at Amanah Raya Berhad, Melaka Branch. This internship has been a truly meaningful and eye-opening experience that allowed me to put into practice the knowledge and theories I have learned throughout my studies in Bachelor of Business Administration (Hons.) Finance (BA272) at University Technology MARA (UiTM). It has helped me to better understand how financial and administrative processes are managed in a real working environment, especially within a government-linked company that deals with trust and estate management.

First and foremost, I would like to sincerely thank my academic supervisor, Sir Mohd Sufian bin Ab Kadir, for his continuous support, guidance, and constructive feedback during my internship period. His encouragement and advice have helped me to stay motivated and to prepare this report with a better understanding of academic and professional expectations. I truly appreciate the time and effort he dedicated to ensure that I gained the best possible learning experience throughout my industrial training.

My heartfelt appreciation also goes to Puan Norsuhaila binti Tompong, Head of Amanah Raya Berhad Melaka Branch, for giving me the opportunity to undergo my internship at the branch. Her leadership, guidance, and kindness have made my time at Amanah Raya both enjoyable and educational. I am also especially thankful to Ms. Christina Teo Ai Yen, Account Executive, for her patience, mentorship, and for taking the time to explain every task clearly. She taught me how to handle accounting documents, process client files, and manage data accurately and responsibly. Her support and willingness to share her knowledge have truly helped me improve my technical skills and confidence in performing work-related tasks.

I would also like to extend my appreciation to all the staff members at Amanah Raya Berhad Melaka Branch for their cooperation, friendliness, and guidance throughout my training. They have created a very welcoming environment where I felt comfortable asking questions and learning new things every day. Working alongside them has helped me understand the importance of teamwork, communication, and professionalism in the workplace.

Lastly, I would like to express my sincere gratitude to my beloved parents and family for their constant prayers, motivation, and emotional support throughout this journey. Their endless love and encouragement have been my greatest source of strength, helping me to stay focused and determined in completing my internship and this report successfully. Without their support, this achievement would not have been possible.

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