

UNIVERSITI  
TEKNOLOGI  
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dan Perniagaan



## INDUSTRIAL TRAINING REPORT

### SWOT ANALYSIS OF AMANAH SAHAM NASIONAL BERHAD (ASNB) IPOH, PERAK

1 MARCH 2021 – 13 AUGUST 2021

Prepared by:

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**2019336697**

**BACHELOR BUSINESS ADMINISTRATION (HONS) FINANCE**

## EXECUTIVE SUMMARY

This report emphasizes the experience and knowledge that I gained during the 24-weeks of my internship in Amanah Saham Nasional Berhad (ASNB) Ipoh. I was required to make this internship reflection journal that requires me to learn about SWOT analysis by reviewing the PESTEL aspect related to the organization. The purpose of this analysis is to study the details of an organization's macro-environment.

In this report, I have elaborated on the details of my internship's company, benefits, knowledge, the experience of working life, and various skills that I had gained at ASNB Ipoh. It involves frequent contact with unitholders, and I can assist them with any transaction request they may have, excluding recommending the product to potential investors. It is because all employees must get a license to explain ASNB's product to a potential investor.

Then, I have listed the strength, weaknesses, opportunities, and threats of ASNB to be discussed. I have made a depth analysis of company information that I obtained through branch performance reports, PNB annual reports, journal articles, news, ASNB staff and my observation. Following the analysis, I developed some recommendations based on supporting articles for sustaining, improving, and resolving the issues that the companies are facing.

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ASNB

### 3.0 COMPANY'S PROFILE



*Company's logo*

**Name**

Amanah Saham Nasional Berhad Branch Ipoh, Perak

**Location**

No. 8 & 8A, Jalan Greentown 1, Greentown Business Centre, 30450 Ipoh, Perak.



*ASNB Branch Ipoh*

**Operating hours**

9.00 am – 3.00 pm

Monday – Friday

## Background

ASNB was founded in 1979 and is a fully owned subsidiary of Permodalan Nasional Berhad (PNB) which is one of the leading investment management companies in Malaysia. ASNB's role is to invest on behalf of the investors in numerous sectors which include banking, telecommunications, and even property. Amanah Saham Nasional Berhad (ASNB) is a Malaysian company with 33 branches. The Funds launched by PNB were to be managed by ASNB. ASNB has a total of 15 Funds with a total value of RM267.12 billion as of December 31, 2020, following 40 years in the industry. ASNB's Board of Directors is made up of seasoned professionals with backgrounds in investing, finance, and public sector management. If circumstances necessitate, the Board of Directors meets frequently to oversee and ensure that the Funds' objectives are achieved.

## Vision

To be a Distinctive World Class Investment House

## Mission

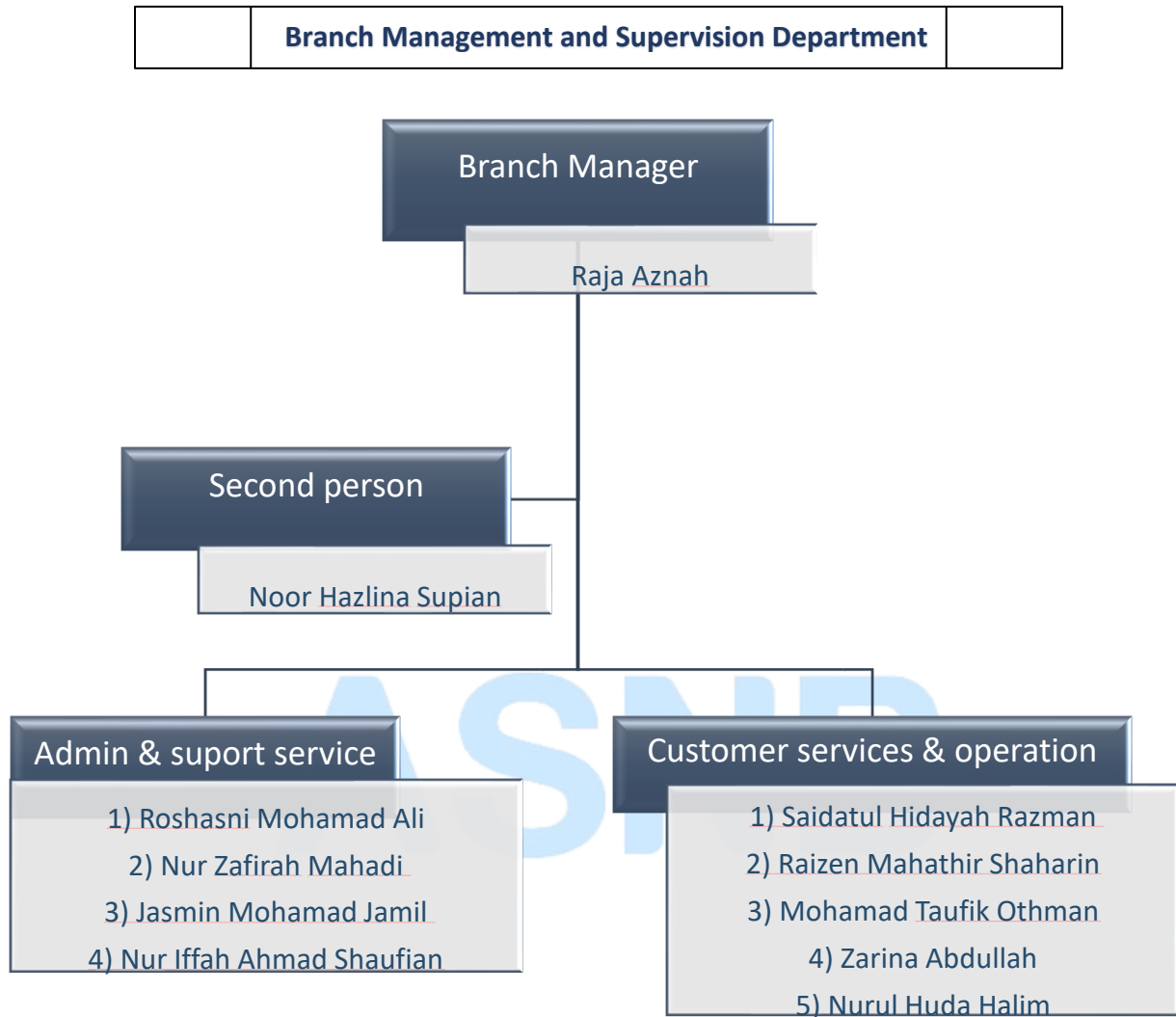
To enhance the economic wealth of the Bumiputera community and all Malaysians, for the prosperity of the nation.

## Values

Focus 4: Outlines the following high impact areas:

- 1) **Diversification:** continuing our diversification efforts across all asset classes and geographies.
- 2) **Value creation:** Increasing the value of our strategic and core companies.
- 3) **Risk management:** Enhancing our approach to risk management and undertaking key initiatives to establish a strong risk culture.
- 4) **Organizational transformation:** improving our core systems and enhancing services to unit holders through accelerated digital initiatives.

## Organizational Structure of ASNB Ipoh Branch



## Product and services offered by ASNB

### FIXED PRICE



#### Amanah Saham Berhad (ASB)

- Eligibility: Bumiputera
- Category: Mixed Asset
- Financial year end: 31 December



#### Amanah Saham Berhad 2 (ASB 2)

- Eligibility: Bumiputera
- Category: Mixed Asset
- Financial year end: 31 March



#### Amanah Saham Berhad 3 Didik (ASB 3 Didik)

- Eligibility: Bumiputera
- Category: Mixed Asset
- Financial year end: 30 June



#### Amanah Saham Malaysia (ASM)

- Eligibility: Malaysian
- Category: Mixed Asset
- Financial year end: 31 March



#### Amanah Saham Malaysia 2 Wawasan (ASM 2 Wawasan)

- Eligibility: Malaysian
- Category: Mixed Asset
- Financial year end: 31 August



#### Amanah Saham Malaysia 3 (ASM 3)

- Eligibility: Malaysian
- Category: Mixed Asset
- Financial year end: 30 September

## VARIABLE PRICE



### Amanah Saham Nasional (ASN)

- Eligibility: Malaysian
- Category: Equity
- Financial year end: 31 December



### Amanah Saham Nasional Equity 2 (ASN Equity 2)

- Eligibility: Malaysian
- Category: Equity
- Financial year end: 30 June



### Amanah Saham Nasional Equity 3 (ASN Equity 3)

- Eligibility: Malaysian
- Category: Equity
- Financial year end: 31 March



### Amanah Saham Nasional Equity 5 (ASN Equity 5)

- Eligibility: Malaysian
- Category: Equity
- Financial year end: 30 September



### Amanah Saham Nasional Imbang (Mixed Asset Balanced) 1 (ASN Imbang 1)

- Eligibility: Malaysian
- Category: Mixed Asset
- Financial year end: 30 November



### Amanah Saham Nasional Imbang (Mixed Asset Balanced) 2 (ASN Imbang 2)

- Eligibility: Malaysian
- Category: Mixed Asset Balanced
- Financial year end: 31 March





Amanah Saham Nasional Imbang (Mixed Asset Balanced)  
3 Global (ASN Imbang 3 Global)

- Eligibility: Malaysian
- Category: Mixed Asset Balanced
- Financial year end: 31 December



Amanah Saham Nasional Sara (Mixed Asset Conservative) 1  
(ASN Sara 1)

- Eligibility: Malaysian
- Category: Mixed Asset Conservative
- Financial year end: 31 March



Amanah Saham Nasional Sara (Mixed Asset Conservative)  
2 (ASN Sara 2)

- Eligibility: Malaysian
- Category: Mixed Asset
- Financial year end: 30 September

# ASNB

## 4.0 TRAINING REFLECTION

### Duration



- Date: 1 March 2021 – 13 August 2021
- Period: 24 weeks
- Working day: Monday to Friday
- Working hours: 8.00 am to 4.00 pm

### Department



Branch Management and Supervision Department

### Gain



Allowance: RM1,000 per month

## BENEFITS

### Knowledge

During my internship, I gained some knowledge about the process of Hibah Amanah from the step of registration of donor until the step of the claim made by a donee. Gained more knowledge on various types of unit trust funds products offered by ASNB, investment and financial planning, Amanah Saham Berhad Financing (ASBF), the deceased's account claim process and method of calculating annual dividends.

### Skills

I did gain several skills which are:

- Critical thinking and problem solving when dealing with unit holders who have a problem, and we have to think or find a solution to the problem.
- Teamwork and collaboration can be nurtured between ASNB staff and other practical students while working.
- Oral and written communications skills as we are always dealing and communicate with unit holders regardless of race and language.

## ROLES AND RESPONSIBILITIES

### **Batching**

Interns are required to do a batching at the ground floor office of all daily transactions that occur in the branch which including redemption, additional investment, registration of an account, death claims, and charitable assistance. This work needs to do for every day. Every Monday, all the documents that have been batched for the previous week need to be delivered to the Head Quarters by courier *Poslaju*.

### **Hibah Amanah and Pengisytiharan Amanah**

Next, I did my study about services provided by ASNB that is *Hibah Amanah* and *Pengisytiharan Amanah* as my supervisor assigned me to do this works. I can explain the details of the services to an applicant. After they have secured the payment, we need to enter the data according to their registration form into the system. Then, the applicant needs to take the oath with the commissioner of oaths. After documents are complete, we may proceed with the step of documentation, stamping, scanning, payment to court and the last step is sending the agreement to the address provided by the applicant.

### **Information Counter**

At the information counter, I often assist unitholders to fill out forms of transactions that related to deposit funds, withdrawing money, and registering new accounts. Hence, assisting unitholders in MyAsnb online account registration and promoting *Auto Labur* to them by explaining the benefits and encourage them to apply. besides that, I also Guiding unit holders in using Kiosk machines to update personal information, new registration, check balance and MyAsnb account registration.

### **Death and welfare claims**

This work needs to be done daily by reviewing all death claim documents and ensuring all required information and documents are complete. I was also required to scan all the documents and send them to the headquarter through the FileZilla software. The next day, I had to make sure that headquarter had received all the documents.

## Work from Home

When the movement control order (MCO) was carried out in the Ipoh area. We are required to work from home. Throughout the MCO period, we must participate in morning briefings every working day starting at 8 am through the Teams meeting platform. In addition, we were given the task of creating templates, slide presentations, presenting on assignments, participating in “Sembang-Sembang ASNBN” in webinars conducted by ASNBN and discussing ASNBN related questions. Below is the result of my work according to the task given by my company while working from home.

**myASNBN**  
Kini lebih mudah dengan ASNBN online

**4 langkah mudah mendaftar**

Pastikan sudah mengemaskini nombor telefon di cawangan ASNBN atau ejen kami.

**LANGKAH 1**  
Maklumat pemegang unit  
 • Pilih jenis kad pengenalan  
 • Salinan nombor kad pengenalan  
 • Pilih salah satu produk ASNBN yang anda miliki  
 • Masukkan kod rujukan "ASNBNPE001"

**LANGKAH 2**  
Pengesahan TAC  
 • Klik "Permintaan TAC"  
 • Nombor akan dihantar ke mesej anda.  
 • Masukkan nombor tersebut

**LANGKAH 3**  
Pendaftaran Akaun  
 • Cipta ID pengguna & frasa keselamatan anda.  
 • Mempunyai kombinasi huruf & nombor, huruf besar & kecil  
 • Elak menggunakan nama dalam IC  
 • Isikan e-mel & soalan keselamatan  
 • "Screenshot" atau catit bagi mengelakkan daripada lupa.

**LANGKAH 4**  
 • Copy kata laluan sementara & klik "Log Masuk"  
 • Masukkan ID. Tekan "Ya" jika frasa keselamatan adalah betul & masukkan kata laluan sementara  
 • Tukar Kata Laluan Baru  
 • Tidak boleh sama seperti ID pengguna & frasa Keselamatan.  
 • Mempunyai huruf besar, huruf kecil & nombor.  
 • Tidak boleh guna nama dalam IC.

**Selesai**

**DAFTAR SEKARANG**

Muat turun sekarang!

myASNBN App Store Google Play

Layari [www.mysnbn.com.my](http://www.mysnbn.com.my)

**ASNBN Langkah-langkahnya:**

1. Buka Aplikasi myASNBN, masukkan ID pengguna dan kata laluan.

2. Tekan "Auto Labur", kemudian tekan "Pendaftaran"

3. Pilih satu akaun untuk debit terus sama ada akaun sendiri atau akaun pihak ketiga sebagai contoh, akaun anak. Tekan "Seterusnya"

4. Masukkan kod rujukan "ASNBNPE001"

5. Pilih jenis unit amanah, masukkan jumlah potongan (minima RM30), pilih tarikh pemotongan (02hb/25hb/28hb) dan pilih bank. Tekan "Seterusnya" dan "Teruskan Pengesahan"

**Potongan Terus**  
 Jenis Unit Amanah  
 Amanah Saham Bumiputera  
 Jumlah Potongan  
 RM  
 Tarikh Pemotongan (setiap bulan)  
 02  
 Nama Bank  
 CIMB Clicks  
 6. Masukkan ID, kata laluan dan selesaikan caj bayaran RM1

**Selesai. Anda kini berjaya mendaftar Auto Labur!**

Reset Transaksi  
 • Had Transaksi anda adalah seperti berikut:  
 • Had untuk setiap pembelian unit Auto Labur: Terhad  
 • Had untuk setiap pemotongan unit Auto Labur: Terhad  
 • Had Transaksi: BUKU TERBUKA

**Cara Mendaftar Auto Labur**

MELABUR SETIAP BULAN DENGAN AUTO LABUR

[www.mysnbn.com.my](http://www.mysnbn.com.my)

Pusat Khidmat Pelanggan ASNBN  
 03 - 7730 8899  
[asnbn@pnbn.com.my](mailto:asnbn@pnbn.com.my)

**Kaedah Pengiraan dividen ASB**

**Formula**

**Pengiraan Pengagihan Pendapatan ASB**  
 Jumlah Baki Minimum Bulanan Selama 12 bulan X Kadar Pengagihan  
 12 bulan

**Pengiraan Bonus ASB**  
 Jumlah Baki Minimum Bulanan Selama 12 bulan X Kadar Bonus  
 12 bulan

**Contoh**

• Pelaburan RM100,000 dari awal tahun Januari.  
 • Dividen:  
 $RM100,000 \times 3.50\% \times 12 / 12 \text{ bulan} = RM3,500$   
 • Bonus:  
 $RM100,000 \times 0.75\% \times 12 / 12 \text{ bulan} = RM750$   
 Total:  $RM3,500 + RM750 = RM4,250$  (Jika tiada pengeluaran)  
 • Jika terdapat pengeluaran sepanjang tahun itu, dividen dan bonus akan dikira berdasarkan baki minimum bulanan terendah 12 bulan.

**ASNBN Pendaftaran Pengisytiharan Amanah**

**Dokumen yang diperlukan:**

- Borang asal PH1B yang lengkap
- Salinan kad pengenalan pemberi
- Salinan kad pengenalan penerima
- Salinan kad pengenalan penaja sah bagi penerima bawah 18 tahun.
- Salinan kad pengenalan Saksi
- Surat Kuasa Wakil

**Cara mengisi borang PH1B:**

1. Isikan nama pemilik harta dan kad pengenalan
2. Bahagian A: Pemberi hendaklah membaca terma dan syarat kemudian menandatangani / menurunkan cap ibu jari kiri, isikan nama dan tarikh.
3. Bahagian B (1.0): Isikan semua maklumat pemohon dan tandakan satu tabung unit amanah untuk yuran pentadbiran RM100 sekali setahun.
4. Bahagian B (2.0): Pemilik harta/ Pemberi dan seorang Saksi dikehendaki untuk menandatangani atau menurunkan cap ibu jari kiri di bahagian Pengakuan Pemberian Harta Tersebut.
5. Bahagian B (3.0): Isikan semua nama penerima dan membuat pembahagian amanah mengikut peratusan di setiap tabung unit amanah.
6. Bahagian C: Isikan semua maklumat penerima. Kemudian, penaja sah bagi penerima bawah 18 tahun dikehendaki untuk mengisi bahagian C (1.1)

**Selesai**

Daftar di cawangan ASNBN atau pre-daftar @ [www.mysnbn.com.my](http://www.mysnbn.com.my)

## 5.0 SWOT ANALYSIS

### STRENGTH

- 1) Efficient time management in completing investor transactions over the counter
- 2) Contactless transaction through MyAsnb portal
- 3) Variety of promotions to attract potential unit holders

### WEAKNESS

- 1) Lack of awareness and participation of potential young unitholders.
- 2) Lower participation of Bumiputera in variable price unit trust investment.

### OPPORTUNITY

- 1) Investment in Amanah Saham Berhad (ASB) and other relative investment are permissible for muslim and classified as "Harus".
- 2) Amanah Saham Berhad (ASB) is an alternative to help economy of Bumiputera

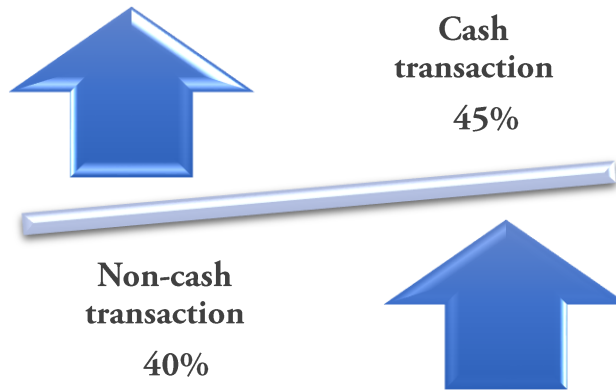
### THREAT

- 1) Covid-19 pandemic had a major impact on the global economy.
- 2) Poor Local stock market performance

## 6.0 DISCUSSION AND RECOMMENDATION

### STRENGTH

#### Efficient time management in completing investor transactions over the counter



*Increment of Serving time from 2019 to 2020 based on branch performance report*

Based on the branch performance report, serving time over the counter in the Ipoh branch is increasing from 2019 to 2020. In detail, serving time for the cash transaction increase by 45% from 2019 to 2020. Meanwhile, serving time for non-cash transactions rises by 40% in 2020 compared to 2019. It means ASNB employees efficiently serve customers while customers do not have to spend more time making transactions over the counter.

Adequate serving time can help in improving customer satisfaction in ASNB Ipoh Branch. Customer satisfaction is one of the components in marketing that companies require to fulfill customer needs (Drahman & Yusuf, 2020). ASNB can stand out compared to their competitor by giving out a quality service.

In my opinion, PNB may continuously provide constructive training at least once a month for their employees to produce quality employees. For example, training related to job scope, ASNB products seminar, unit trust seminar, and many more. Quality employees will deliver the best of services and works. This method can help ASNB to sustain its performance in making the customer satisfied with the services provided by any employee.

### **Contactless transaction through MyAsnb portal**

MyASNB is one of the investment channels provided by ASNB to ease the burden of the investor by making a transaction by using a phone without a presence at the branch. Through myASNB, the unitholder can deposit money, money withdrawal, check the latest transactions, detail of investment, opening a new ASNB unit trust account, account statement, and update personal information. Myasnb can be opened in a browser, or it is also available in an application that can be download for each phone.

This facility can have a good impact on ASNB as it encourages unitholders to regularly deposit money into the account with just one click. It leads ASNB to gained higher funds for the unit trust. Other than that, with the existence of myASNB, it can prevent the branches from becoming crowded with the presence of unitholders and they have to line up long.

MyASNB is one of the best and smoothest platforms so far but there are a few shortcomings that need to be improved for the convenience of unitholders. Although myASNB is open every day, it operates only from 7 am to 6 pm. ASNB can take a measure to provide a long time to do a transaction in myASNB like outside working hours. Furthermore, myASNB is closed during public holidays. It will make it easier for unitholders to make transactions if myASNB allows transactions to be done on public holidays as ASNB branches and agents are closed on those days.

## Variety of promotions to attract potential unitholders



### *Promotional strategies of ASNB*

To be well-known, every company requires promotional and marketing strategies. Effective financial marketing techniques can assist you in focusing your efforts so that you can better achieve your targets and goals.

ASNB has conducted several promotional strategies to promote their product through pamphlets, newspapers, television, radio, internet, personal selling, seminars, and sales promotion. As most of unitholders are exposed to sales promotion, it is the most effective promotional activity. The current sales promotion of ASNB is a fee discount for registration of Hibah Amanah and Pengisytiharan Amanah, Join "Auto Labur" and win, and others. ASNB always uses the platform of social media to establish a relationship with customers to foster trust. The companies are constantly updating content, awareness, and advertising through their Instagram, Facebook, Twitter, and website.

ASNB can improve its marketing and promotional strategies by advertising information about products and services more frequently on television and radio. Create short songs for promotional by emphasizing song lyrics and the right tempo that expressly relate to brands or companies to create a bridge between the customer and the product. A song has the potential to create a consistent and adaptable approach to marketing. The main purpose of using a song in marketing is to improve the connection between a brand's values and the desires of its customers (V.Neese, 2015).



## WEAKNESS

### **Lack of awareness and participation of potential young unitholders**

The knowledge towards investment in Amanah Saham Nasional Berhad (ASNB) among young people seems to be at the lowest level. Some of them did not acknowledge that they can open an account as early as age in ASNB and keep their money there to grow. To support this statement, there is one study conducted by Izzati & Salina, (2021) about investment decision making towards investing in Islamic unit trust shows that from 210 respondents who already invested in a unit trust, only 11 person who comes from a range of age below 26. Awareness of saving needs to be nurtured from an early age.

They can deposit money into an ASB account as low as RM10. Investment in ASNB also required a low risk hence capable to withdraw the money at any time. ASB saving gives so much benefit to young people as they can prepare for future uses such as education, marriage, cars, house, and health. Low participation from young investors might impact the company's performance. If more young people aware of this opportunity, it can help the companies to gain more sales and funds.

I recommend for PNB companies make a campaign or road tour to the primary school and spread awareness about the benefit that they would gain through ASB saving. I noticed that ASNB had conducted a talk at the university. However, they also need to give early exposure to school students by conduct a talk session in their school, play an exciting game about financial, register an account for everyone and deposit rm10 as a gift in the account. In addition, parents need to be given exposure about ASB in their workplace as they play an important role in opening their child's account from an early age. To achieve future benefits, high-quality early childhood investment can result in long-term quality of social decision-making and encourage social norm enforcement (Luo et al., 2018).

### **Lower participation of Bumiputera in variable price unit trust investment.**

The price of ASN is determined by the market performance of the shares invested, and it is traded on the Malaysian stock exchange, Bursa Malaysia. Investors must keep a close eye on the unit trust's share price as well as the stock market to gain a profit of dividend and capital appreciation. This type of investment, however, is not for everyone. Even if the price rises, there is a chance that it will also fall.

Higher risk, limited funds, and less product promotion are the main factors preventing Bumiputera from investing in variable pricing unit trusts (Bakar et al., 2016). Based on PNB annual report year 2020, there is a massive gap between the number of unitholders of Amanah Saham Berhad (ASB) and Amanah Saham Nasional (ASN). Number of ASB's account in 2020 is 10,190,534 while number of ASN's account in 2020 is 1,214,483 only. Investors are unaware of a product of variable price unit trust due to the lack of aggressive marketing conducted by ASNB. In addition, most of the agents prefer to promote ASB than variable price unit trust products.

As a recommendation, marketing and promotion strategies for unit trust products must be promoted more vigorously by ASNB companies. For example, PNB uses the newspaper, websites, and other types of electronic media to promote their variable-price unit trust. It contains in-depth descriptions of risks and returns, as well as the benefits and risks of investing in variable-price unit trusts (Bakar et al., 2016). ASNB should organize more programs to enhance public awareness, knowledge, and understanding of investment and financial planning.

## OPPORTUNITY

**Investment in Amanah Saham Berhad (ASB) and other relative investment are permissible for Muslim and classified as *Harus*.**

Muslim investors' questions whether it is permissible to invest in funds of Amanah Saham Berhad (ASB) as there are still arguments whether ASB is prohibited in Islam. The National Muzakarah Fatwa Committee for Religious Affairs are declaring that investment in ASB is *Harus* and permitted to invest. However, Selangor and Penang Fatwa Council did not agree with the statement. It is because of the mixture of *haram* and *halal* sources specifically in investing on ASB fund in the Maybank.

A study conducted by Sitiris et al., (2020) has concluded that investment in ASB is permitted according to thrust on the principle of general and public interest. The agreement is across Hanafi, Maliki, Shafi'i and Hanbali juristic schools to permit investing in companies that includes halal and haram activities under certain situation. Currently, 70% of PNB investment is compliance with *Shariah* which avoiding investment in alcohol and gambling that known as Haram industries. Only 30% of the remaining could set off its prohibition. It gives confidence to Muslim investors to make investment with ASNB hence give them opportunities to enhance their financial stability and amplify high quality of life. Other than that, this could expand a chance to ASNB companies to receive more Muslim investors.

In my opinion, ASNB should maintain the fund that being utilized by a company which a line with *Shariah* compliant to ensure that ASB's fund would remain permissible to invest by Muslim investor. PNB should avoid investing in companies that could threaten the permissibility of ASB among Muslim investors. However, according to Sitiris et al., (2020), The National Muzkarah Fatwa Committee for Religious Affairs has mentioned a fiqh agreement between the Hanafi, Maliki, Shafi'i, and Hanbali juristic schools that allows investors to invest in companies that engage in halal and haram activities under certain conditions, such as considering the greater public good and avoiding harm. The protection of the public interest is sufficient evidence of its legality.

## **Amanah Saham Berhad (ASB) is an alternative to help economy of Bumiputera**

Amanah Saham Berhad (ASB) is a Malaysian alternative unit trust for Bumiputera in Malaysia to enhance financial independence and improving economic control. ASB is a unit trust fund with a fixed price of RM1 and no sales charges apply. ASB act as a saving scheme for the long-term consistent to generate a competitive return on investment at the lowest risk.

Based on PESTEL analysis, ASB for Bumiputera is referring to the social aspect as it related to the demographic of the investors. ASB is one of the government's efforts to reduce the economic gap between Bumiputera and non-Bumiputera. This is an opportunity that needs to be achieved by all Bumiputera to participate in the investment sector. This could indirectly affect ASNB as the number of Bumiputera unitholders will increase.

ASNB needs to raise awareness among Bumiputera to make a saving in ASB as ASB is one of the economic policy strategies introduced by the government to enhance the economy of Bumiputera (Sitiris et al., 2020a). Among the efforts that can be taken is to advertise widely about the advantages and facilities provided by ASNB through a newspaper, social media, television, and radio. Therefore, it can benefit ASNB to receive more Bumiputera investors and increasing the funds of ASB.

## THREAT

### **Covid-19 pandemic had a major impact on the global economy.**

According to the news, PNB expected that the ASB dividend for this year to be slightly affected due to the economic slowdown effect from the Covid-19 pandemic. The economic slowdown is an effect when a movement control order (MCO) is implemented to reduce daily cases. Many sectors are unable to operate, it also affects their companies' accounts. Based on the findings conducted by Department of Statistics Malaysia (2020), 67.8% of companies stated that no sales or revenue gained during MCO. However, PNB ensured that the rate will still be at a competitive rate for every financial year-end.

According to the PESTEL aspects, this threat was laid under the economic element as pandemic Covid-19 resulted in the economic downturn, high unemployment rate, higher inflation rates, and lower disposable income. It is not only affected the global economy but also affects an individual's economy or income. It impacts PNB companies as the funds would decrease resulted from investors who are facing economic hardship and the narrowness of life. The pandemic is expected to threaten the annual dividend distribution rate. Malaysian economic research has stated that Malaysia's GDP growth will shrink by 2.61% in 2020 (Idris et al., 2020). GDP is one of the factors that influence the rate of dividends.

PNB companies should grasp an effort to increase foreign equity holdings, particularly in the country of emerging markets. An initiative of increasing PNB's investment diversification in line with global investments should be applied so that it can provide higher returns than local equities. Some foreign companies might not impact by the pandemic Covid-19 and able to produce a higher return.

### **Poor local stock market performance.**

Due to the poor performance of the local stock market, the market environment was unfavorable. It would give impact to the performance of dividend.

65 percent of ASB's assets are invested in the Malaysian stock market. The FBM KLCI, on the other hand, was dropped 7.2 percent, making it one of the world's worst-performing indices. It would be difficult to produce returns on investment if share prices did not recover. Aside from that, trade disputes between the United States and China, as well as a slowing global economy, have harmed Malaysia's economy. Malaysia's largest trading partner is China. Malaysia's exports would be affected if the Chinese economy weakened.

PNB should provide earnings growth and improving return on equity. The share price and share value of their strategic companies also can be increase. The fund would also need to diversify its domestic investment portfolio into other asset classes. PNB would strengthen efforts to diversify its investment portfolio, which includes expanding worldwide exposure. Due to globalization and increasing economic integration of countries, the impact of international diversification on reducing risk has decreased (Leković, 2018). While international investments can yield better profits, they are still more volatile. No market is immune to market fluctuation as a result of current global circumstances, therefore it must proceed cautiously in this diversification process.

## 7.0 CONCLUSION

In conclusion, these 24 weeks of industrial training at Amanah Saham Nasional Berhad (ASNB) Ipoh Perak has given me more knowledge and new experience which will be useful for me in the future. I am grateful because ASNB allowing me to do several works in the office related to admin, finance, and marketing courses. Besides that, I also can enlarge my knowledge towards unit trust fund, investing and financial planning. In addition, I am also able to make a connection with big and influential names in my practical place. This is important because it can help and gave benefit to us in the future. Throughout my industry training, I must deal with any clients or unit holders who intend to make a transaction in the branch. It can increase my communication skills as I often communicate and interact with different types of investors regardless of their race and language. In the next five years, I hope to continue my studies in the master's program while working and holding a position in finance related fields. I also intend to apply to be a lecturer in finance course after my master's degree.

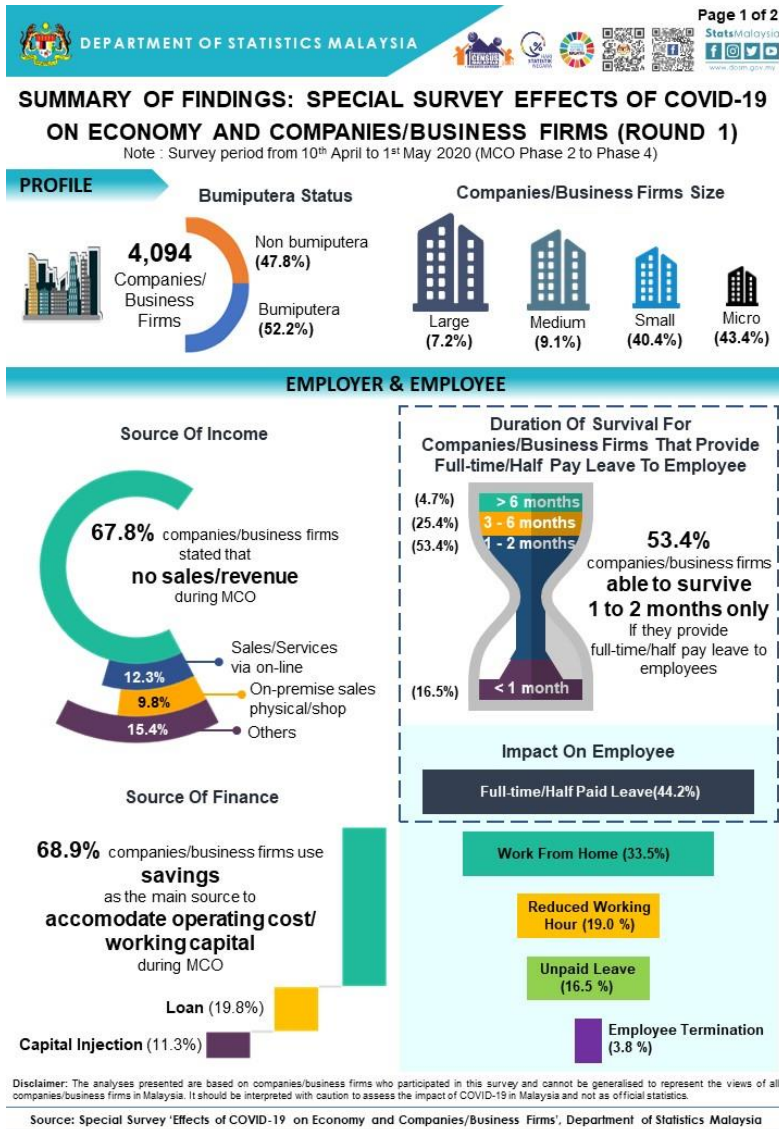
After conducting a SWOT analysis of ASNB companies, I realize that external aspects can give a huge impact on the performance of the company, especially in annual dividends. As such, PNB always takes immediate actions to provide a competitive dividend to all investors consistently. I also found that ASNB is one of the well-known, best and safe investment companies in Malaysia. The company provides various facilities and manage to help improving the economy of Bumiputera and all Malaysians. if I was given the opportunity to work at this company, I would be very honored to accept the offer.

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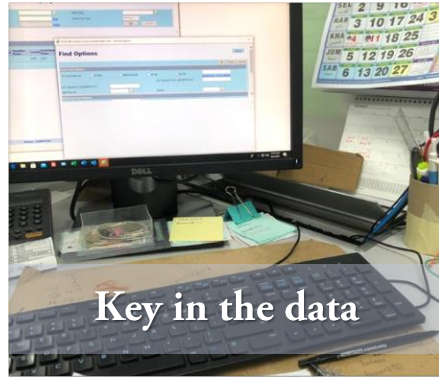
# 9.0 APPENDICES



*Finding of survey 'Effects of COVID-19 on the Economy and Companies or Business Firms'*



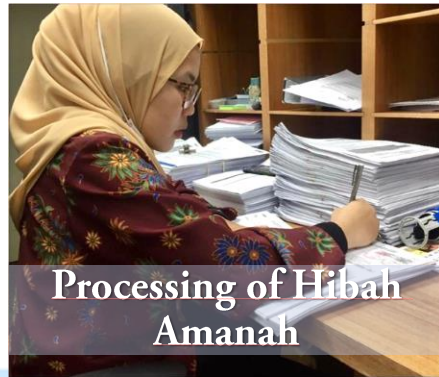
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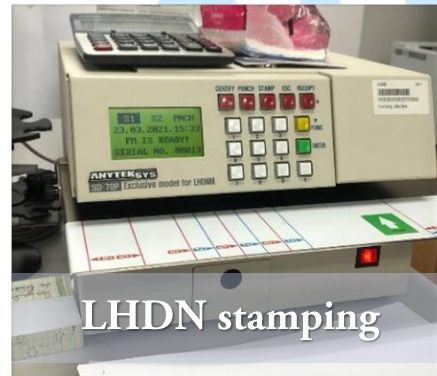
Key in the data



Documentation



Processing of Hibah Amanah



LHDN stamping



Breaking fast Ceremony



Raya decorations



Reward

*During my internship at ASNB Ipoh, Perak*

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