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INDUSTRIAL TRAINING REPORT

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

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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.