



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka



**BANK RAKYAT**

بنيان رعيه

Bank Pilihan Anda

*Industrial Report at Bank Rakyat*

# SWOT ANALYSIS OF BANK RAKYAT

1 MARCH - 15 AUGUST 2023

*Exclusive experience with Intern of bank Rakyat.*

## NURUL IZZAH NEZA

2020471124

BA243 6A



# EXECUTIVE SUMMARY

---

This report describes and explains my journey of internship training at Bank Rakyat HQ for 5 months and 15 days to fulfil the requirement for Industrial Training (HRM666). The training started from 1st March 2023 and ended on 15th August 2023 with an estimated duration of 24 weeks. Bank Rakyat is Malaysia's no.1 islamic co-operative bank. It is one of the largest banks in Malaysia. It was established back in September 28, 1954, making it one of Malaysia's oldest banks. The internship training was located at Menara Kembar Bank Rakyat in Bangsar, Kuala Lumpur.

During internship training, I experienced new tasks, work cultures and values in Leadership & Corporate Development which is under the area of Learning & Development focusing on leadership and soft skills. This is my first time experiencing a real hands-on working environment and also my first working experience.. Initially, I felt it was difficult and challenging to adapt with the new environment and the work nature, but eventually I managed to adapt and keep learning from my fellow colleagues. I also received support from other interns at the People Sector where we encouraged each other and exchanged information and knowledge based on our department.

While completing the internship, some of my ideas were rejected and some were modified and these experiences helped me to improve myself better and prevent me from repeating the same mistakes. My supervisors always give constructive feedback whenever I make some mistakes and I found that it is quite helpful for me to learn and adapt with the new environment. I realised that no matter how hard we try, we are just human beings and it is impossible to seek perfection and we will always make mistakes but what makes us better is that we can avoid making the same mistake twice by learning from past experiences.

Other than that, I was faced with shorter deadlines during internship training, which helped me increase my productivity and critical thinking when creating new content or performing assigned tasks. Moreover, through the internship period, I have improved my confidence and sense of responsibility for the assigned tasks.

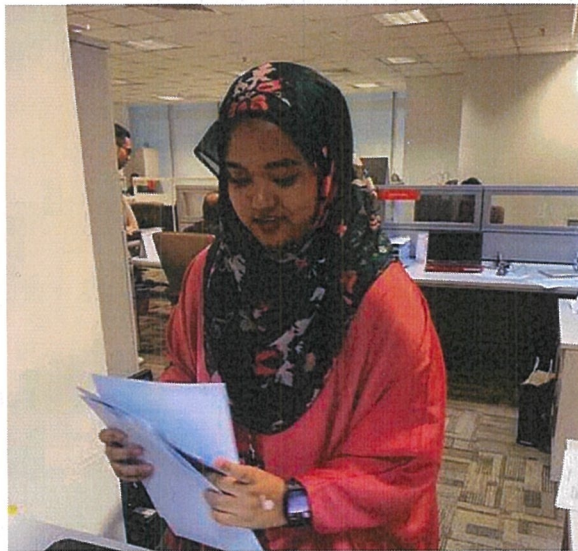
In summary, I believe that this integrated internship program at Bank Rakyat gives me a lot of work experience, work culture and work values, which are very important for me to start my career path in the future.



# TABLE OF CONTENTS

---

Executive Summary	02
Acknowledgement	04
Updated Resume	05
Company Background	06



Organisational Chart	07
Internship Reflaction	08
Swot Analysis : Overview	14
Strength Analysis	15
Weaknesses Analysis	17
Opportunities Analysis	19
Threat Analysis	20

Recommendation	21
Conclusion	23
References	24
Appendices	26





# ACKNOWLEDGEMENT



## *Thank You Bank Rakyat & UiTM*

During my internship at [Bank Name], I had the privilege of being part of the esteemed institution's dynamic and dedicated team. This experience has been a significant milestone in my academic journey and professional growth, and I am immensely grateful for the opportunities it provided.

I would like to express my heartfelt gratitude to the entire Leadership & Corporate Development team for their unwavering support and guidance throughout my internship. Their willingness to share their knowledge and expertise has been invaluable in enhancing my understanding of the banking industry and refining my skills.

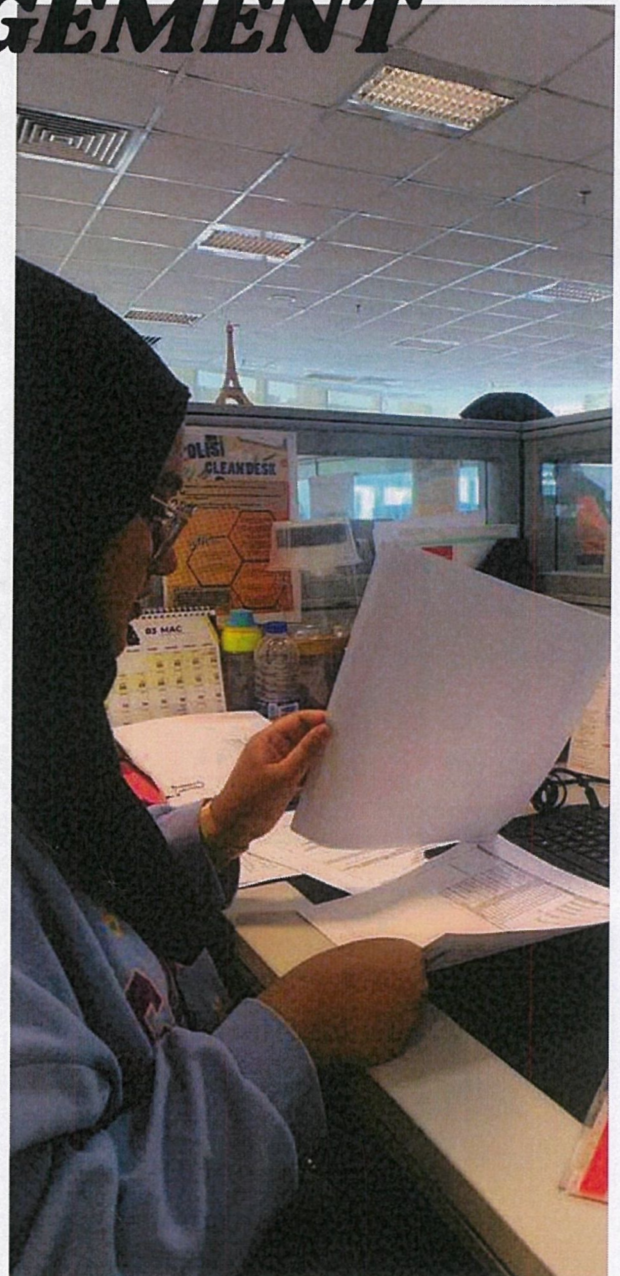
I also extend my thanks to my fellow colleagues for creating a warm and welcoming work environment. Their collaborative spirit and willingness to mentor have contributed greatly to my overall learning experience.

I am indebted to Pn Nita, En Nizar and En Aizad for serving as my supervisor and providing me with constructive feedback and mentorship during my internship. Your dedication to my professional development has had a profound impact on my growth.

Lastly, I would like to acknowledge the support of my family, friends and advisor, whose unwavering encouragement has motivated me throughout this journey.

In conclusion, my internship at [Bank Name] has been an unforgettable and enriching experience, laying a strong foundation for my future career. I am grateful for the opportunity to have been a part of this prestigious institution, and I look forward to applying the skills and knowledge gained during this internship to contribute positively to the banking sector

**SINCERELY,  
NURUL IZZAH NEZA**





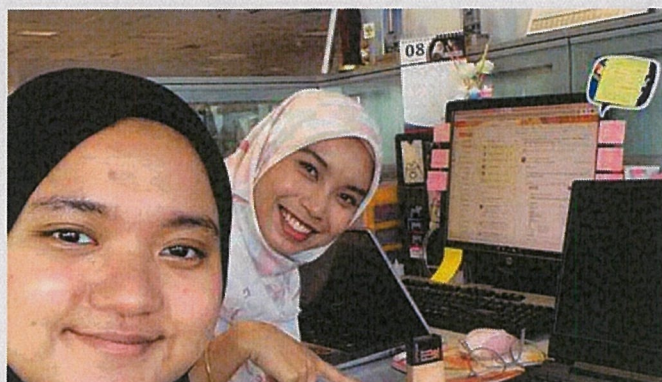
# MY JOURNEY AS A HR INTERN @ BANK RAKYAT

Writer : IZZAHNEZA

Photographer : IZZAHNEZA

## "THE FIRST DAY"

Stepping into the dynamic world of the Learning and Development (L&D) department at a prominent bank, I knew my internship experience would be a transformative journey of knowledge and professional growth. As an aspiring L&D specialist, I was eager to immerse myself in the realm of employee development, training strategies, and fostering a culture of continuous learning.



- ✓ 1/3/2023 - 15/8/2023
- ✓ 5 days / week
- ✓ 7:30 am - 4:30 pm (Flexi hours)



I was exposed to a wide range of duties and difficulties that come with managing a diverse workforce in a highly regulated industry while working in the HR department of a bank. In addition to widened my understanding of HR practises, my experience as an HR intern helped me comprehend how essential an efficient HR department is to the success of any financial institution.

## Culture of Employee Engagement

As I immersed myself in the day-to-day activities, I became acutely aware of the bank's commitment to fostering a culture of employee engagement and well-being. Working alongside seasoned HR professionals, I participated in organising team-building events, employee recognition programs, and soft skills development programs. These experiences highlighted the significance of employee satisfaction in bolstering productivity and loyalty, contributing to the bank's growth and reputation.

