



INDUSTRIAL TRAINING REPORT

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2020819542

**ANALYZING THE FACTORS IMPACTING
ASN B MELAKA COMPETITIVENESS**

Acknowledgement

I would like to express my heartfelt gratitude and extend my sincere appreciation to all those who have supported me during my internship period and the completion of this report.

I am truly thankful to ASNB Melaka for giving me the chance to join their esteemed team. I am grateful to Encik Rozaimi bin Md. Yusuf for their valuable guidance and support during the internship, which has greatly improved my understanding of the industry and enhanced my professional skills. I am equally grateful to the employees and colleagues at ASNB Melaka for their warm welcome and support during my time there. Their friendliness and willingness to help whenever I needed it have been incredibly valuable. The collaborative environment within the organization provided me with practical experience and the opportunity to learn from the diverse perspectives of the team members.

Lastly, I would like to express my gratitude to all the individuals who participated in my research or provided valuable information and feedback. Your contributions have greatly enriched this report and have been crucial in shaping the outcomes of my internship experience.

In conclusion, I am truly grateful for the opportunities and support I have received during my internship. It has been a transformative experience, providing me with practical skills, industry exposure, and personal growth. I am confident that the knowledge and experiences gained will be invaluable for shaping my future endeavors.

Thank you all once again for your support, guidance, and encouragement.





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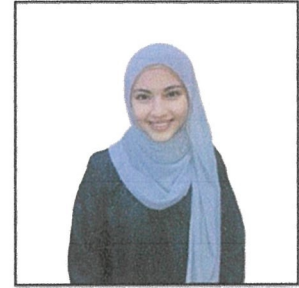
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EXECUTIVE SUMMARY

This executive summary provides an overview of the SWOT analysis conducted on ASNB Melaka, a prominent financial institution. In ASNB Melaka's analysis, I was able to identify the strengths, weaknesses, opportunities, and threats that the organization faced. These strengths pertained to a varied investment portfolio and a concentration on long-term investments. On the other hand, there were weaknesses such as subpar customer service and ineffective communication with clients, as well as a lack of innovation and digital transformation. Expanding their digital presence and diversifying investment products offered new opportunities for ASNB Melaka. However, they also faced potential threats in the form of technological disruption and the potential for poor investment performance. The report offers strategic recommendations to ASNB Melaka, aiming to improve its competitive position, long-term growth in the financial industry, and customer satisfaction. These recommendations include enhancing customer education and engagement, implementing transparent and comprehensive communication, increasing staffing levels, developing user-friendly interfaces, engaging with existing and potential investors, leveraging technology for market insights, strengthening cybersecurity measures, and regularly analyzing performance.

MAISARAH HAMZAH



Enthusiastic and dedicated finance student with the ability to multitask and work well with others. Strong organizational abilities with proven successes managing multiple academic projects and volunteering events. Adept in general accounting and finance transactions.

EXPERIENCE

MAR 2023 — AUGUST 2023

INTERNSHIP TRAINEE, AMANAH SAHAM NASIONAL BERHAD MELAKA

- Assisting investors in subscription, redemption and other transactions
- Promoting the company's existing brands of various Unit Trust Funds and Variable Prices, along with other services such as Hibah Amanah, Trust Declaration and Wakalah to the market.

MAR 2022 — JUN 2022

PART TIME SUSHI CHEF, NIPPON SUSHI

- Ensure customers satisfaction and retention by providing excellent customer service.
- Maintained satisfactory food cost to the quality standards required by the company.

APR 2019 — MAR 2020

FREELANCE, ONLINE BUSINESS

- Maintaining a distribution log or tracking system to record all deliveries/pickups.
- Utilize stocks, packing materials and loads customer orders into delivery trucks.

ACADEMIC QUALIFICATION

AUG 2020 — PRESENT

UITM KAMPUS BANDARAYA MELAKA

Bachelor Of Business Administration (Hons.) In Finance

MAY 2018 — MAR 2020

PRE-U SMK BUKIT BARU

Business and Social Science

PROJECT AND PROGRAMME

Dec 2021	Participant, Program Seminar Kesukarelawanan Kebangsaan
Jun 2022	Committee Member: Multimedia Bureau, Breaking Down the Financial Barrier
Nov 2022	Securities and Malaysia Derivatives Market, Bursa Marketplace Competition
Dec 2022	Participant, Leveraging Entrepreneurial Finance & Innovation Towards Brighter Future
Jan 2023	Committee Member: Jury Bureau, Financial Statement Analysis Competition

About Our Company

Amanah Saham Nasional Berhad (ASNB) is a Malaysian investment institution that operates as a wholly-owned subsidiary of Permodalan Nasional Berhad (PNB), a leading asset management company. Established in 1978, ASNB is known for its mutual funds, including the popular Amanah Saham Nasional (ASN) Fund, which offers Malaysians the opportunity to diversify into equities, fixed income instruments and other eligible assets

ASNB mutual funds are available for purchase through an extensive distribution network including affiliates, agents and online platforms. The company is committed to sustainable and socially responsible investing and integrates environmental, social and governance (ESG) factors into its decision-making process. ASNB also places emphasis on investor education and offers programs that increase financial literacy and encourage Malaysians to make informed investment decisions. With a commitment to convenience, diversification and responsible investing, ASNB has become a major player in the Malaysian investment scene

ASNB is best known for its mutual funds, which are collective investment schemes that pool individual investors' money to invest in a diversified portfolio of securities. The objective of ASNB Investment Funds is to provide investors with attractive returns and long-term capital growth.

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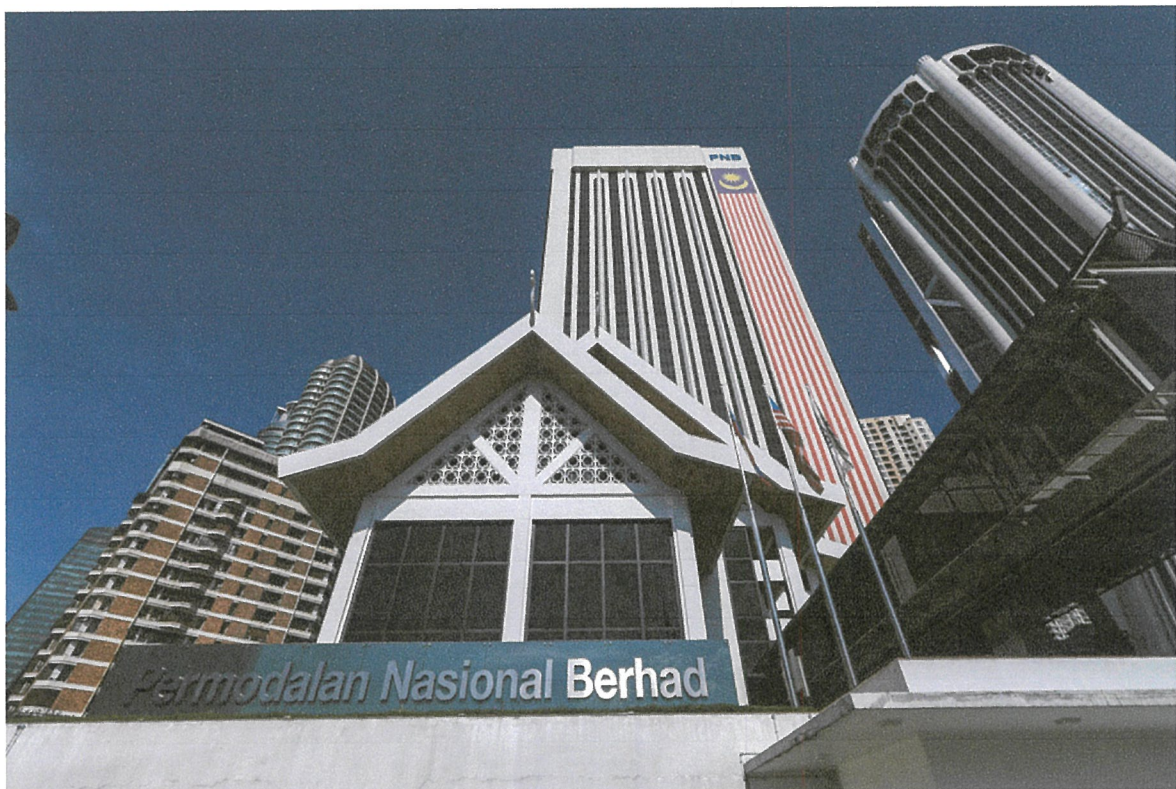


VISION

The vision of this company is to become a World-Class Distinctive Investment Firm

MISSION

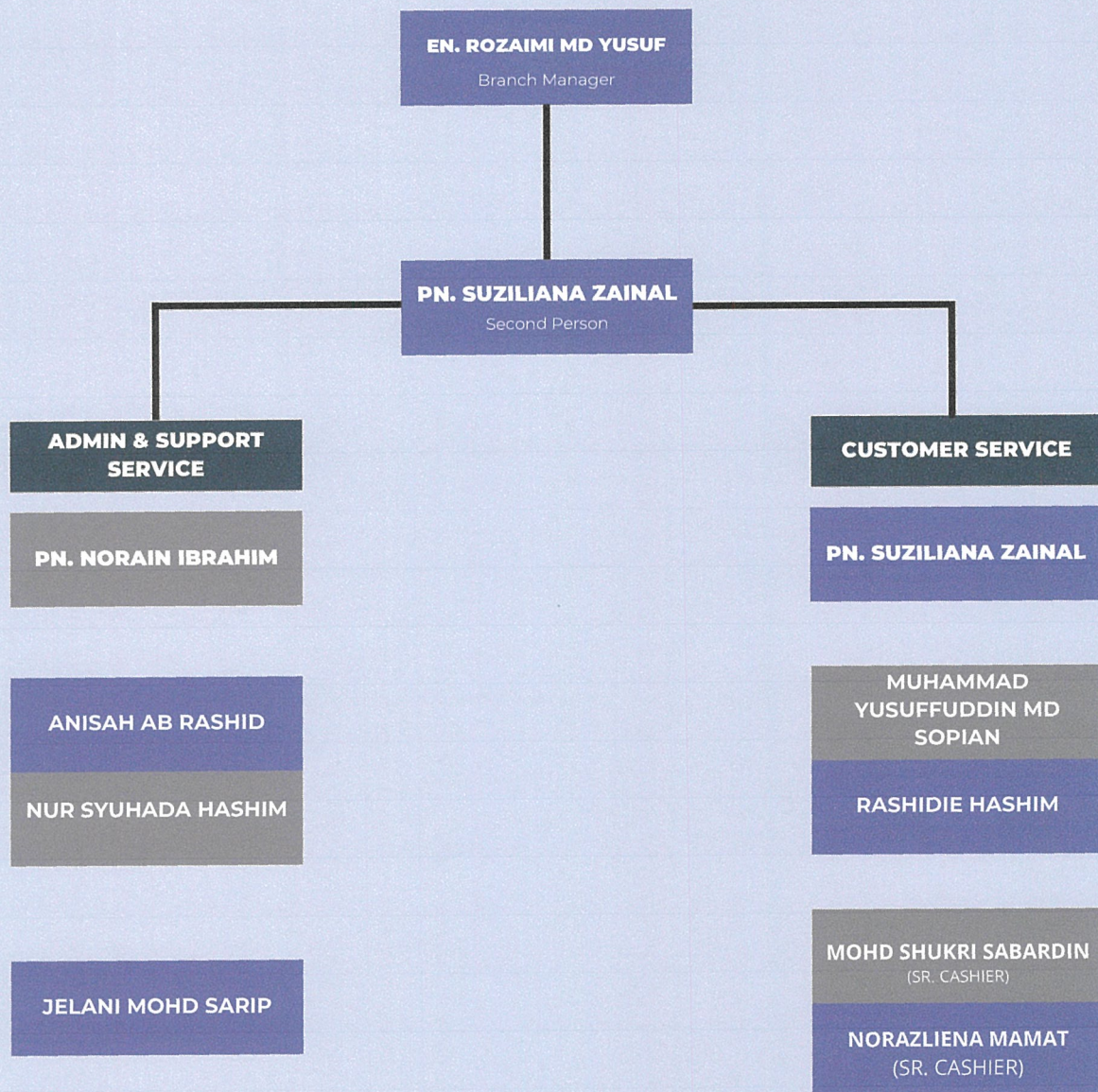
To enhance the economic wealth of the Bumiputera community and all citizens of Malaysia, for the prosperity of the nation



ORGANIZATIONAL CHART

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Organizational structure of ASNB Melaka as at April 30th, 2023



PRODUCTS AND SERVICES

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A Brief Description About the Products

Amanah Saham Nasional Berhad (ASN) offers a range of products and services to cater to the investment needs of Malaysians. Their primary offering is unit trust funds, which provide individuals with the opportunity to invest in a diversified portfolio of equities, fixed income instruments, and other permissible assets. This investment instrument known as a Unit Trust serves as a financial product established by asset management firms with expertise in consolidating funds from individual and institutional investors (Abdullah et al.,2007). ASN manages various unit trust funds, offering 15 types of funds that investors can choose depends on their objectives of the investment.

The company started its business by offering only fixed-price mutual funds, meaning that the price of a mutual fund is fixed from the point of purchase to the point of sale. However, in 1991, PNB started offering mutual funds based on variable prices to give a true reflection of mutual funds' performance, depending on its portfolio. The mutual fund, called Amanah Saham Nasional (ASN), was established in 1981 with fixed prices initially and converted to variable prices in 1991. The price of an ASN depends on the market performance of the stocks in which it invests and is listed on Bursa Malaysia. Therefore, this new pricing mechanism requires investors to pay close attention to the mutual fund's share price and the trend of the stock market. However, its shareholders have come to appreciate the new pricing arrangement, because if their shares sell for more than they bought for them for, the mutual fund's capital appreciation through price increases will make them more profitable.

Another mutual fund named Amanah Saham Bumiputera (ASB) was established in 1991 with a fixed price mechanism. This allowed its shareholders to experience similar characteristics to ASN prior to the transition to market-based pricing transactions in 1990. Despite ASB's lower risk, shareholders have only one income, which is annual dividends from PNB's decision. According to Siddique and Suryadinata (1981), ASB is exclusively accessible to Bumiputeras, who are the indigenous or native people of Malaysia. However, ASN is available to any ethnicity or background.

In addition, Malaysia the Bumiputera constitute the largest ethnic group, with the Chinese being the second-largest. The Chinese community is renowned for their business acumen and entrepreneurial spirit, plays a significant role in contributing to the country's economy. Their extensive business networks and active participation in accounting professional bodies further emphasize their substantial presence and influence in Malaysia's business landscape (Che Ahmad et al., 2016).



ASB

Amanah Saham Bumiputera (ASB)

ASB is one of ASNB's flagship investment products, designed primarily for Bumiputera investors. The Fund seeks to generate Long-term, consistent and competitive returns to the Unit Holders whilst ensuring the preservation of capital at minimal risk tolerance level



Amanah Saham Malaysia (ASM)

ASM is an open-ended fund that provides investors with long-term capital growth potential. It caters to both Bumiputera and non-Bumiputera investors.



ASB 2

Amanah Saham Bumiputera 2

ASB 2 was a income fund launched to provide regular income stream whilst preserving the Unit Holder's investment capital through a mixed asset portfolio.



ASM 2 Wawasan

Amanah Saham 2 Wawasan

ASW 2 seeks to provide a reasonable level of regular distribution income to Unit Holders from investments in a selected portfolio of authorised investments.



ASB 3 Didik

Amanah Saham 3 Didik (ASD)

ASD is a children-focused investment product that helps parents or guardians save and invest for their children's future education expenses. The Fund seeks to provide investment opportunity that generates reasonable long-term growth and return.



ASM 3

Amanah Saham Malaysia 3 (ASM3)

ASM3 is a subsequent series of the ASM fund, offering regular and consistent income stream whilst preserving the Unit Holders' investment capital over a long-term horizon through a diversified portfolio of investment.



ASN

Amanah Saham Nasional (ASN)

ASN was launched on April 20, 1981. It is determined based on historical pricing. This fund generates a reasonable level of distribution income and capital appreciation to the Unit Holders through a diversified portfolio of investments.



ASN Equity 5

Amanah Saham Nasional Equity 5

ASN Equity 5 offers a reasonable degree of capital appreciation and income distribution to the Unit Holders through a diversified portfolio of investments.



ASN Equity 2

Amanah Saham Nasional Equity 2

ASN Equity 2 offers reasonable dividend yield and capital appreciation for Unit Holders through diversified Malaysian equity investments in accordance with deed, guidelines, and securities law.



ASN Imbang 1

Amanah Saham Nasional Imbang 1

ASN Imbang 1 is to investing in balanced portfolio for medium-to-longterm capital growth through distribution reinvestment.



ASN Equity 3

Amanah Saham Nasional Equity 3

Investment opportunity for long-term growth and returns to meet immediate liquidity requirements for Unit Holders and their children.



ASN Equity Global

ASN Equity Global

Equity Global provides investors with capital growth opportunities through investment in securities primarily in the global equity market.

TRAINING'S REFLECTION

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During the duration of my 24-week internship, which commenced on March 1, 2023, and concluded on August 15, 2023, I had the valuable opportunity to accumulate a wealth of experience from my time at Amanah Saham Nasional Berhad Melaka, the company where I was interning.

One of the key responsibilities I was entrusted with was the role of a meet-and-greet representative. This position required direct interaction with customers and involved providing top-notch customer service. I was stationed at the information counter where I assisted customers with their inquiries, ensured the proper completion of forms, and updated information in the system using the kiosk. Additionally, I played a crucial role in aiding the counter operations by facilitating the documentation process for registrations, declarations, and other related tasks.

I was also entrusted with an important responsibility - managing the batching process. This task required me to create a comprehensive summary of the previous day's transactions and carefully separate the documents according to the specific transaction types involved. These transactions include subscriptions, redemptions, switching and other related activities.

Ensuring the accuracy and completeness of this process on a daily basis was essential. Once the batching process was completed, I submitted the compiled documents to the branch manager for review. The branch manager played a vital role in meticulously examining the documents before they were sent out weekly to ASNB at Kota Seriemas, Negeri Sembilan

This experience allowed me to develop strong organizational skills and attention to detail, as any errors or omissions in the batching process could have significant implications for the branch's operations. In modern organizations, soft skills are widely recognized as an important and highly valuable factor contributing to success. These skills are traditionally seen as complementary to hard skills, which refer to individual capacity to perform specific tasks or activities effectively (Kačamakovic, M. K., & Shehu Lokaj, A. ,2021). Also, it provided me with valuable insights into importance of efficient document management and the significance of clear communication with higher authorities in a professional settings.

TRAINING'S REFLECTION

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ACTIVITIES

I had the valuable opportunity to actively participate in the Singgah Labur program held on 21 June 2023. The program's main goal was to assist ASNB in connecting with investors by offering a range of services. These services included the opportunity for applicants to easily sign up for trust unit accounts and make further investments through conveniently located kiosks. Additionally, Singgah Labur provided valuable support to agents by offering additional amenities for new account registrations and spreading information on important inheritance plans such as Amanah Grants and ASNB Endowments.



CONTRIBUTION



Assisting with Account Registration

I assisted investors in the account registration process, ensuring they filled out the required forms accurately and providing them with guidance on the necessary documents



Providing Information on Inheritance Plans

I disseminated information regarding Amanah Grants and ASNB Endowments to interested investors, answering their queries and explaining the processes involved



Promoting Additional Investments

I encouraged existing investors to explore additional investment opportunities by explaining the benefits and potential returns of different ASNB investment products

TRAINING'S REFLECTION

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KEY LEARNINGS

Customer Engagement: I gained practical experience in engaging with customers directly, understanding their needs, and providing personalized support.

Investment Knowledge: Through interactions with investors, I deepened my understanding of ASNB's investment products and how they cater to various financial goals

Team Collaboration: Working alongside ASNB agents and other team members showcased the importance of effective teamwork and collaboration in achieving organizational objectives



TRAINING'S REFLECTION

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WORKING EXPERIENCE

I had the privilege of being involved in various aspects of the company's operations, gaining valuable insights into the investment industry. One of my specific tasks was to be a Meeter Greeter, I was responsible for monitoring investors' details using the FDS (Fund Distribution System). This role allowed me to actively engage with investors, guiding them in making informed decisions about their investments.

Assisting Investors in Scheme Selection

I was adept in explaining to investors the various investment schemes available and helping them choose the most suitable option based on factors such as dividend rates and investment risks.

Facilitating Account and Scheme Registrations

Dealing with investors who did not have any existing account or scheme, I assisted them in the account registration process. This involve explaining the necessary documents, helping them fill out the required forms, and ensuring a smooth registration experience.



TRAINING'S REFLECTION

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Daily Transaction Batching

One significant part of my responsibilities involved batching daily transactions, ensuring that all documents were correctly sorted based on the transactions involved. This task required meticulous attention to detail as it directly impacted the smooth flow of operations.

Summarize Previous Day's Transactions

Another role was preparing a summary of the previous day's transactions at the branch. This report making helped monitor the branch's performance and provided valuable data for analysis and reporting purposes.

Trust Hibah and Trust Declaration

One of crucial aspect of my role was explaining Trust Hibah and Trust Declaration to investors. I admit this aspect is quite difficult for me to explain to investors and persuade them to make an inheritance. However, I clarified any queries they had and assisted in sorting the necessary documents for claiming purposes. This helped that investors understood the implications and benefits of these trust arrangement, and promoting trust.

SWOT ANALYSIS

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STRENGTHS

DIVERSE INVESTMENT PORTFOLIO

ASNB has diversified investment opportunities including stocks, bonds, real estate and other financial instruments. This diversification helps spread risk and potentially enhance returns. A study finds that PNB is one of the GLICs that have positively and significantly improved market performance, providing evidence of the company's strengths. According to the study conducted by Norhamiza Ishak and Aminah Shari, 2002, conventional funds exhibited significantly higher average investment performance compared to Islamic funds. This difference was attributed to several factors, including managers' skills in stock selection and market timing, the firm's research capabilities, management expertise, access to limited information or market intelligence, as well as the size and age of the funds. The study suggests that investors should consider diversifying their investments across multiple mutual funds to avoid losses and maximize diversification benefits.

ASNB's diverse investment portfolio allows it to spread risk across various asset classes, industries and regions. Investing in a broad range of financial instruments, such as stocks, bonds, real estate, and others. The company can potentially mitigate the impact of market fluctuations on its overall performance. This diversification strategy is supported by the study's suggestion, it helps to reduce the exposure to individual asset risks and provides a more stable and balanced investment approach. A study that found the benefits of diversification reinforce ASNB's commitment to offering investors a well-rounded and comprehensive investment solution. By providing a range of funds with different risk profiles and asset allocation, ASNB can empower investors to build diversified portfolios tailored to their individual risk tolerance and financial goals.

However, many people may still lack the expertise required to fully grasp the hidden risks inherent in financial products, especially when navigating through a vast array or complex investment opportunities (Lumpkin,2010). So, the combination of ASNB's diverse investment offerings and the study's recommendation for diversification complements each other, creating a strong case for the company competitive advantage in the market. Through the diversified approach, the company may attract investors seeking to achieve long-term growth and stability while minimizing potential losses during market downturns.

SWOT ANALYSIS

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STRENGTHS

FOCUS ON LONG-TERM INVESTMENTS

Investment companies usually take a long-term investment approach. For example, ASNB focuses on sustainable growth and long-term value creation. This approach is in the interests of long-term investors and can lead to more stable and consistent returns. Long-term investments are assets that an investor plans to retain for a period exceeding one year and not utilized in day-to-day business operations to generate revenue. These noncurrent assets are intended for long-term growth and value appreciation (Twin, 2019). The increasing awareness among investors regarding the potential for long-term sustainable investment performance by supporting positive economic, social and environmental outcomes in the markets they operate (Vo and Christie, 2018; Reisman et al., 2018) aligns well with the strengths of ASNB, particularly its focus on long-term investments. As the company prioritizes investments with potential long-term value appreciation, it may attract investors seeking not only financial returns but also a positive impact on society and environment. By offering opportunities for investors to align their financial goals with social and environmental objectives, ASNB can potentially expand its investor base with those who value sustainable and responsible investment strategies.

The company emphasis on long-term investments can be seen as a strategic approach to sustainable investing. Holding an assets for an extended period, ASNB may be better positioned to support positive economic growth and development in the markets it operates. Moreover, a long-term investment horizon can enable ASNB to invest in projects and businesses that have a positive impact on society and the environment, contributing to social welfare and sustainable development goals.

To summarize this, ASNB's focus on long term investments can be a key strength that resonates with the growing interest among investors in supporting positive economic, social, and environmental outcomes in the markets its operate. This alignment may enhance ASNB's appeal to a broader range of investors seeking both financial returns and positive contribution to society and environmental.

SWOT ANALYSIS

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RECOMMENDATION

CUSTOMER EDUCATION AND ENGAGEMENT

ASNB should also focus on offering educational resources, information and guidance to its investors. Enhancing investor knowledge about various investment products and their associated risks can empower them to make more informed decisions that aligned with their financial goals. This approach can lead to increased customer satisfaction and loyalty, they would feel more confident and engaged in managing their investments. Investors' involvement with sustainable development goals SDGs is often superficial. They tend to focus on the 17 broad goals themselves rather than delving into the specific targets and indicators that fall beneath each goal. Additionally, their engagement is not context-specific, lacks targeting concerning the affected parties, and does not encompass all investment activities in comprehensive and holistic manner (Scott and McGill, 2018)

TRANSPARENT AND COMPREHENSIVE COMMUNICATION

Regular communication with investors about the benefits and progress of the long-term investment approach. Providing clear and comprehensive updates can help instill confidence in the investment strategy and build strong connections with investors. Merton (1987) posits that making optimal and rational investment choices relies on possessing a deep understanding of financial concepts. In the context of standard finance, it is assumed that individuals have access to comprehensive information and consistently make rational decisions. This level communication can serve to manage expectations, especially during market volatility, reaffirming the focus on long-term goals rather than short-term fluctuations. Talbot (2017) emphasized the significance of transparency and standardization in the investment market. These factors play a crucial role not only in ensuring the market's sustained success over the long-term but also in preserving its credibility and facilitating the expansion of its investor-base with heightened assurance.

SWOT ANALYSIS

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WEAKNESS

UNDERSTAFFING ISSUES

ASNB is currently facing staff shortages at its branches. Lack of staff leads to long wait times and delayed responses to customer inquiries, which leads to dissatisfaction. According to Global Trade Mag, the turnover rate for frontline bank employees has increased to 23.4%. With pandemic-related labor shortages affecting various industries, including banking, customer service levels in bank branches and financial service call centers have reached a low point. To ensure customer satisfaction, banks must focus on recruiting and retaining frontline talent by offering meaningful learning opportunities that are directly linked to career advancement. Existing employees are overloaded with work, making it difficult to provide timely and thoughtful service. Understaffing issues significantly impacts the performance and productivity of bank (Falahat, M., Gee, S.K., and Liew, C.M., 2019). Insufficient of workers can also impact customer service and satisfaction. Delays in project completion may arise due to a scarcity of skilled specialized human resources capable of handling the transformation processes effectively (Fotis Kitsios, Ioannis Giatsidis, Maria Kamariotou, 2021). According to Also, as new employees replace the departing ones, there might be inconsistencies in service quality, which can lead to customer dissatisfaction and potential loss of client.

To mitigate the negative effects of high turnover, the company must address this issue by increasing headcount is critical to improving customer satisfaction and retention. By addressing the underlying issues and implementing effective initiatives, the company can improve their performance and productivity, ensuring long-term success in a competitive market.

WEAKNESS

LACK OF INNOVATION AND DIGITAL TRANSFORMATION

Digital transformation has become the theme of our times. The digitization of business data is ubiquitous, the ability of teams to process big data using accessible algorithms and analytics, and improvements in connected tools and platforms such as sensors and cloud computing (Dr. V Balachandran, Saumya C Manoharan, 2022). Advances in technology in recent years have led many banks to introduce various banking services into the Malaysian banking system as part of their business models. In order to keep up with the increasing competition in the market, more and more banks have decided to digitize existing processes into digital technologies (Bastari et al., 2020). Digitization can be achieved through technologies such as machine learning, high levels of automation and the use of cloud solutions, analytics and artificial intelligence.

Based on the analysis, the company faces weaknesses in innovation and digital transformation in their branches, specifically in death claimant, perwarisan like Hibah Amanah, and Pengistiharan Amanah processes. These weaknesses stem from ASNB's limited adoption of technology and customers' resistance to it. Outdated procedures and insufficient customer guidance contribute to delays and inefficiencies. ASNB appears to be slow to adopt modern technology and digital solutions to simplify and optimize processes. This could be for a variety of reasons such as organizational resistance to change, lack of technical expertise, or conservative approach to business operations. Failure to integrate technology into these specific processes can result in inefficiencies, human errors and increased turnaround times.

Moreover, customers might be reluctant to adopt digital platforms for process like death claimant, inheritance and trust declaration due to concerns about data breach, security, privacy or simply because they are not familiar with digital tools. Such incidents would lead to the disadvantages of digital financial services: limited functionality and security issues of digital financial services. Facilitating conditions such as perceived ease of use and ease of use were significantly associated with intentions to use e-wallets and mobile banking applications (Goerge and Sunny, 2022; Jun and Palacios, 2016; Ojo et al., 2022). . Some mobile banking customers found mobile apps to be “frustrating” and “slow” (Sampaio et al., 2017).

SWOT ANALYSIS

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RECOMMENDATIONS

INCREASE STAFFING LEVELS

ASNB should assess their staffing needs and consider hiring additional employees to meet the demands of their operations effectively. By ensuring sufficient staffing levels, the company can enhance customer service, reduce response times, and improve overall operational efficiency. This could require recruiting new talent or reallocating resources internally. In order to grow the workforce, it is recommended to focus on the education and training process that facilitates the acquisition of new knowledge, improvement of job-related skills, understanding of concepts, and changes in attitudes and behaviors, ultimately improving the performance of each employee. Providing training resources can have many benefits for a company. Through training, employees understand the current situation and future potential, helping them to continuously develop and grow within the organization. To retain employees, training is a valuable tool. Nevertheless, it is evident that the effect of training on an employee's rewards can play an important role in their decision to stay with the organization (Atiif, Ijaz, Abdul & Nadeem, 2011)

RECOMMENDATIONS

USER-FRIENDLY INTERFACE

Creating user-friendly interfaces for the digital platforms, as it ensures that they are intuitive and easy to navigate. Prioritize a well-designed interface, ASNB can motivate their investors to adopt technology more willingly, embrace the technology and improved overall experience with the services. Digital transformation is primarily motivated by significant factors such as customer experience, competitive pressures and regulatory directives (Fairouz & Wickramasinghe, 2019). To achieve success in digital transformation, prominent companies contrate on two interrelated approaches; redefining customer value propositions and leveraging digital technologies to enhance customer interaction and collaboration in their operations (Fairouz & Wickramasinghe, 2019). The banking user experience pertains to the manner in which customers engage with a bank's digital offerings, services, and overall digital environment, as well as their overall contentment with those interactions. To excel this aspect, it is crucial for a company to develop a user-friendly interface that prioritizes ease of use and customer satisfaction.

For a company that looking to a develop a user-friendly interface, it is essential to invest in user experience (UX) design. This involves understanding the needs, preferences, and main points of customers when using digital banking products. Conducting user research, usability testing, and gathering feedback from customers are vital steps in ensuring that the interface is intuitive, efficient, and enjoyable to navigate.

I would suggest the company to focus on creating a responsive design that adapts seamlessly to different devices such as smartphones, tablets, and desktops. This ensures that the customers can access banking services easily, regardless of the platform they are using. Hence, in the banking industry, a good user experience revolves around simplifying access to financial services for customers, ensuring their needs are easily met, and fostering emotions during their interactions with the platform (Alex Kreger, 2022)

SWOT ANALYSIS

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OPPORTUNITIES

PRODUCT INNOVATION

ASNB may explore opportunities to introduce new unit trust funds or enhance existing ones to cater to evolving investor preferences. This can involve creating funds that focus on specific sectors, themes, or investment strategies to attract a wider range of investors. ASNBs can capitalize on the growing interest in themed investing by launching new investment funds or expanding existing funds that focus on specific industries or themes. For example, ASNB could bring in funding for health innovation or sustainable development. ASNBs can appeal to a broader investor base, including younger investors who are passionate about specific themes and long-term trends. Additionally, these funds can help diversify ASNB's product range and offer investors the opportunity to align their investments with their values and beliefs. However, ASNB must conduct further market research and analyze investor preferences to determine the thematic investment themes that are most relevant and attractive to its target audience. A thorough understanding of investor needs and market trends will help in the successful development and marketing of new mutual funds.

DIGITAL TRANSFORMATION

ASNB can leverage digital technologies to enhance its services and improve the overall investor experience. This can include developing user-friendly mobile applications, online account management systems, and digital investment platforms to enable convenient access to fund information and transactions (Rubi Ahmad, 2022). By implementing a robust online account management system, investors can efficiently manage their accounts. Customers can perform tasks such as updating personal information, changing investment preferences and setting up automated trading. This reduces the need for physical paperwork and manual processes, saving time for investors and ASNBs. ASNB could launch a digital investment platform offering a variety of mutual funds. These platforms can use advanced algorithms and personalized recommendations to suggest suitable investment options based on an individual's risk profile and financial goals. Even with limited investment knowledge, investors can easily make informed decisions. By implementing these digital technologies, ASNB can create a more engaging and accessible experience for investors, making it easier for them to interact with companies and manage their investments. This digital transformation could facilitate greater investor engagement, attract new clients and position the institution as a forward-thinking and client-focused financial institution for the digital age (Magda Ismail, 2020).

RECOMMENDATION

ENGAGING WITH EXISTING AND POTENTIAL INVESTORS

To take advantage of the opportunities in product innovation, the company should conduct extensive market research and talk to existing and potential investors to understand what they need. So, by acknowledging the specific areas or investment strategies that are popular among investors, ASNB can develop a new unit trust funds or improve the existing ones to meet these preferences. Market research involves gathering and analyzing relevant data from targeted customers, industry trends, and competitors to make informed decisions about product development and marketing strategies. Conducting surveys, focus groups, and interviews with investors can provide valuable insights into their investment goals and preferences for different assets or sectors. One proven study that showcase the importance of market research in product innovation that explores key trends and challenges facing the asset management industry and emphasizes the need for product innovation to meet evolving investor demands (George and Sunny, 2022). Identifying potential gaps in the market and designing innovative unit trust funds that align with customer needs and values, ASNB can attract and retain investors by conducting market research and analyzing investor preferences. This approach, which focuses on customers, is likely to foster long-term relationships and financial growth for the company.

LEVERAGING TECHNOLOGY FOR MARKET INSIGHTS

By utilizing technology and data analytics, the company can identify emerging market trends and investment opportunities. The company can also make well-informed choices when creating or enhancing unit trust funds, which leads to a higher likelihood of meeting investor expectations and achieving positive outcomes. The impetus behind technology changes in various industries lies in differentiation and innovation, which lead to enhanced brand awareness, improved process efficiencies, and a heightened customer experience. Embracing innovative technologies and differentiating themselves from competitors allows companies to gain recognition in the market and build a strong brand identity. Additionally, these technological advancements enable organizations to streamline their processes, leading to increased operational efficiencies and cost savings. Furthermore, by leveraging technology to enhance customer interactions and satisfaction, businesses can elevate their overall customer experience, fostering loyalty and attracting new clientele.

THREATS

TECHNOLOGICAL DISRUPTION

The company may face the threat of technical failure, which could affect its performance and daily operations. Cybersecurity is perceived as a threat to the digitalization of financial services by 18% of banks and 19% of FinTech companies. The rapid technological transformation of the finance industry has made handling technological disruption a significant global concern in the twenty-first century. These threats include cybersecurity risks, fintech disruption, competition from robo-advisors and the need to improve the digital customer experience. A study shows that the considerable challenge of cyber risk should be acknowledged by both employees and executives, as it can impact their willingness to adopt digital technologies. Employees tend to overlook the adverse effects of cyberattacks (Sibanda, W,2020). This technological disruption offers the potential for greater efficiencies through innovation, greater choice and a more competitive financial system, leading to market expansion and thus greater financial inclusion. Such disruption will squeeze the profits of incumbents, potentially leading to increased risk-taking and competition for industry profits. In order to become more efficient, existing operators must restructure while new competitors enter and cannot consolidate new dominant positions.

Moreover, technological disruption of banking, as described in the statement, will bring about various technological advancements that can significantly impact financial institutions like ASNB. Technological disruption can potentially lead to disintermediation, where traditional financial intermediaries like banks face competition from new digital players. Fintech startups and tech giants may offer alternative financial services, cutting into the market share of traditional banks. ASNB could lose clients to these innovative competitors if it does not adapt its services to stay relevant in the digital horizon.

SWOT ANALYSIS

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THREATS

INVESTMENT PERFORMANCE

ASNB's ability to attract and retain investors relies heavily on the performance of its unit trust funds. If these funds fail to meet investor expectations or underperform compared to their benchmarks, it could lead to dissatisfied investors, reputational harm, and redemptions. Disappointing fund performance may result in investor dissatisfaction as they had hoped to achieve specific returns by investing in ASNB's unit trust funds.

The ability of ASNB's unit trust funds to attract and maintain investors is heavily influenced by their performance. When investors decide to invest in these funds, they come with specific expectations in terms of return on investment and risk control. If the funds do not meet these expectations or perform inadequately compared to their benchmarks, it can pose numerous challenges and risks for ASNB. For example, investors with high return expectations may be unhappy if the unit trust funds fail to produce the desired outcomes. Investors who are not satisfied may experience a sense of discontent as their financial objectives seem unattainable. This can result in frustration and a erosion of confidence in ASNB's investment options. Additionally, underwhelming performance of the funds can prompt a surge in the number of investors wanting to withdraw their investments. Consequently, as investors explore other options that may provide better returns, ASNB may face a substantial decrease in its funds, affecting its total assets under management.

Also, poor fund performance could make it difficult for ASNB to attract new investors. Potential investors may evaluate historical performance data before making any investment decisions, and unfavorable performance trends may dissuade them from choosing ASNB's funds.

SWOT ANALYSIS

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RECOMMENDATIONS

STRENGTHEN CYBERSECURITY MEASURES

ASNB should invest in robust cybersecurity systems and protocols to safeguard its digital infrastructure. According to the recent notable cyber-attacks in financial institutions have brought the importance of bolstering cybersecurity into sharp focus. Consequently, various official sector initiatives have been launched to tackle cyber-risk effectively. Do a regular security audits, encryption of sensitive data, and employee training on cybersecurity practices can help prevent potential cyberattacks and data breaches.

Not only focus by the institution itself, increasing cybersecurity awareness among employees is a vital aspect of a bank's efforts to safeguard itself against cyber-risk. At its core, cybersecurity is not about technology, but about people (e.g. people clicking on suspicious links, not computers). However, there is too much focus on technology solutions and less focus on people and processes. Leading financial institutions are investing in increasing cybersecurity awareness among all employees, especially helping frontline employees understand the value of the assets they use every day. These agencies have established a number of mechanisms to encourage and empower employees to use the company's technology environment responsibly.

So, it is essential to prioritize the development of a response structure. A thorough assessment of the implementation of control and response protocols across all areas of the bank should occur regularly. Failure to do so may result in the inconsistent application of bank-wide cyber policies. Overall, it is advisable to evaluate the establishment of a strong governance framework and clearly defined responsibilities related to cyber-risk management within the organization.

RECOMMENDATIONS

REGULAR PERFORMANCE ANALYSIS

Conducting regular and comprehensive performance analyses of all unit trust funds to identify any underperforming funds. Several factors can potentially impact the sources of return for a fund over time. These factors include investment style, fund size, fund age, past performance, charges, net inflow of investments, as well as the characteristics of the fund managers and the fund family.

Moreover, this analysis includes comparing fund performance against relevant benchmarks or peer funds. Numerous performance evaluation methods to assess the skill level of active fund managers. The conventional approach involves using multivariate regression to analyze the variance in funds' returns. This process entails employing risk factors to distinguish between performance attributable to common risk factors and the skill of the fund managers for example using Jensen's alpha.

ASNBS should use both quantitative and qualitative measures like rate of return, standard deviation, Sharpe ratio, and portfolio attribution analysis in order to effectively conduct performance analyses. Communicating the results of these analyses to investors through regular reports and updates is also crucial in keeping them informed about their investments. Taking a proactive approach to regular and comprehensive performance analysis allows ASNBS to optimize fund performance, build investor trust, and ensure regulatory compliance. Embracing this fundamental practice is essential for any reputable asset management company to meet their fiduciary responsibilities and provide value to their investors.

CONCLUSION

In conclusion, my internship experience at ASNB Melaka has been immensely valuable and transformative. Throughout internship period, I have had the opportunity to step into the real-world working environment, gaining practical knowledge and invaluable insights that cannot be replicated in a class setting. The lessons I learned during this period have been instrumental in shaping my understanding of the industry and preparing me for future challenges.

The most crucial development during my internship was the improvement of my soft skills. Prior to this experience, I struggled with interacting with new people and facing various personalities. However, the nature of ASNB's customer services operation required me to engage with diverse customers daily. Over time, I gained much confidence in my ability to communicate effectively and adapt my approach to different individuals, enhancing my interpersonal skills significantly.

Lastly, my internship journey has equipped me with essential knowledge and skills to build a successful future career. As I reflect on my growth during internship, I am confident that in the next five years, I will secure a stable position in a reputable company like ASNB and achieve great success in the financial industry. I am passionate to learn and grow in this field is unwavering, and eager to pursue the PNB GETS program to gain further practical experience by working closely with the company for eight months. This opportunity will undoubtedly enhance my expertise before eventually securing a permanent position. With full determination and dedication, I am excited to carve a fulfilling path in the financial sector, contributing to the growth of the industry and achieving my professional aspirations.

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