



INDUSTRIAL TRAINING REPORT

Amanah Saham Nasional Berhad

15 March 2023 - 15 August 2023



Faculty of Business Management Bachelor of Business Administration (Hons) International Business

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Prepared to:
Madam Siti Nazirah Omar

ASNAB

EXECUTIVE SUMMARY

In this report, I was given the opportunity to do my industrial training in Amanah Saham Nasional Berhad for about 6 months, starting from 15 March 2023 to August 15, 2023. My industrial training was located in Seremban, Negeri Sembilan and I was assigned to be under the customer service department at the front office. Throughout this report, I have provided an overview of my resume, the company's profile and background, training reflection, the SWOT analysis together with the recommendations for the analysis of my company, ASNB. Therefore, all the information regarding my journey in Amanah Saham Nasional Berhad is provided in this report.

In the first part of my industrial training report, I have stated regarding the company's background and establishment of Amanah Saham Nasional Berhad (ASNB), along with an explanation regarding the products and services that are offered by the company. Not only that, I have also included the organizational chart of ASNB Seremban branch where it is the department that I worked in. Next, for the training reflections, I explain more details regarding the working hours, my internship's allowance including all the things and works that I have done for the past six months during my industrial training in ASNB Seremban. After the training reflections, I have identified the SWOT analysis of ASNB company after doing some research and discussion with my supervisor at the company. In this part, I explained and made clarification regarding the strength, weakness, opportunity and threat that ASNB had and also gave the recommendations and my opinions on how to solve the issue based on the SWOT analysis. Lastly, I have included the conclusion part to simplify the summary of ASNB Seremban and stated what I have gained during the internship journey at the company. I have also attached the picture during my internship journey at the end of report

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1.0 STUDENT'S PROFILE

SITI NURFAH NABILA BINTI MOHD SALIHIN

OBJECTIVE

An International Business Student with strong analytical skills and expertise in business, financial, accounting and investment management. Recognized as an excellent team player and able to work in a highly organized environment. Aspiring to seek a work placement in all industry areas related to the global field. Available to start working in September 2023.

EDUCATION BACKGROUND

University Teknologi Mara (UiTM) Kampus Bandaraya Melaka **Melaka**
Bachelor of Business Administration (HONs.) International Business *October 2021 - August 2023*

- **Cumulative GPA:** 3.73
- **Organizations:** International Business Unity Club (IBUC), Pemimpin Mahasiswa, Jumper Perbadanan Usahawan Nasional Berhad (PUNB)
- **Competition:** University Startup Challenge 2021

Universiti Teknologi Mara (UiTM) Segamat **Segamat, Johor**
Diploma in Investment Analysis *January 2021*

- **Cumulative GPA:** 3.69
- **Organizations:** Sekretariat Mesyuarat Dewan Mahasiswa, Mahasiswa Harapan Masyarakat, Kelab AL-Falah, Kelab Pencak Silat, Pemimpin Mahasiswa, Future leader
- **Competitions:** IDE-A Competition (2020), International Silat & Silat Seni Asli Open Championship (2019), Pertandingan Silat Sukma Tertutup Johor (2019), University Motivator Competition (2019), Sajak Competition (2018), Pertandingan Debat Inter-Fakulti (2018)

WORK EXPERIENCE

Amanah Saham Nasional Berhad **Seremban, Negeri Sembilan**
Internship *March - August 2023*

- Responsible for handling all the customer's inquiries regarding the issues matters in ASNB.
- Seeking advice from the higher executive regarding all the inquiries related to the customers.
- Assisting the customers and shareholders to make the additional investment and redemption of investments for the funds in ASNB.
- Responsible for identifying and checking all the documents and submitting all the figure data on SAP accounting system.
- Preparing and organizing all the documents that are related to "Tuntutan Khairat", "Hibah Amanah/Pengisytiharan Amanah" and processing all the documents in the back office.

Mad About Cake Sdn Bhd **Petaling Jaya, Selangor**
Apprenticeship *October 2022 - May 2023*

- Selected to being as an apprentice of the mentor's company, Mad About Cake Sdn Bhd, under the program of Jumper Perbadanan Usahawan Nasional Berhad (PUNB).
- Work closely with the mentor, Chef Wan, the CEO of Mad About Cake Sdn Bhd regarding the implementation and business strategy of the bakery industry.
- Implemented the business strategy from the mentor into the current business, especially in marketing.
- Collaborate with the pastry team to develop new recipes, prepare a variety of baked goods, and helps to decorate cakes in tasteful and beautiful techniques.

Investment Trader**Seremban, Negeri Sembilan***Full time trader**Present*

- Implemented effective trading strategies and executed day to day operations which generated profit for about 25% every week.
- Provided analytical and forecasting assessment in respect of asset management, portfolio performance outlooks, financing, transactions, and other matters as identified.

FutureLab Malaysia**Kuala Lumpur***FutureLab Ambassador**Mac 2022 – July 2022*

- Recruiting new mentors in FutureLab for Career Accelerator Program and successfully recruit more than 20 mentors.
- Engaging with mentors in various industries and managing to organize the group sessions on an average of 8-10 sessions per month.
- Work closely with community manager to gather the information of all the potential mentors and successfully attract all the participants of group mentoring sessions from various types of areas such as employees and university students.
- Facilitating effective decision-making during discussion with the mentors in FutureLab.

Berkat Istiqamah Enterprise**Senawang, Negeri Sembilan***Sales and marketing department**February 2021- April 2021*

- Maintain updating content in social media site (Facebook) increasing views and traffic by 45% every week
- Develop sales strategies and execution of marketing campaign to meet revenue and growth target, leading to an increase sales and profit for about 65% every week.

LEADERSHIP EXPERIENCE

International Business Unity Club (IBUC)*Executive Secretary of IBUC**January 2023*

- Maintaining high committee's agenda and assist in planning appointments, club's meetings and conferences.
- Providing the full support by dealing with all the correspondence and calls, drafting all the event program,
- minute meeting, taking messages and other administrative tasks.
- Deliver the full report of events that held in IBUC and make the notice letter to the committee regarding the meeting.

Induction Day International Business Unity Club (IBUC)*Floor Manager of IBUC**October 2022*

- Responsible to supervise all the general operations during the Induction Day.
- Deliver the effective decision making regarding the flow plan of the event and ensuring the Induction Day run smoothly according to the plan.
- Work closely with the project manager and all the teams in IBUC in order to guide them about their job scope during the event of Induction Day.

Minggu Destini Siswa UTM*Pemimpin Mahasiswa UTM Kampus Bandaraya Melaka**October 2022*

- Selected to be as one of "Pemimpin Mahasiswa" among 45 applicants.
- Communicate with the higher associate regarding the planning of events and deliver the effective decision making during the meeting by presenting the solutions of the flow program during the event.
- Managing all the student's welfare and ensure the safety of new intake students' during the Minggu Destini Siswa.

Webinar Professional Talk: Grow Your LinkedIn*Project Manager**May 2022*

- Providing all the clear information regarding all the work scope for each bureau in the team.
- Collaborate with all the bureau and guidance the teams about the flow plan of the webinar.
- Successfully attract the top speaker in LinkedIn, miss Ayu Shahirah Salem, to be the main speaker during the webinar.

University Startup Challenge 2021*Founder of Bridal. Co**April 2021*

- Successfully award by Malaysian Global Innovation and Creativity Centre (MaGIC) with the group's award as "Favourite Startup in USC 2021"
- Established Bridal. Co in 2021 and create a team with the best qualifications to fit the work criteria.
- Present and make a pitch among all the participants of University Startup Challenge and the mentors which give the excellent feedback for this business ideas

SKILLS & INTERESTS

Skills: Advanced Microsoft word, Excel, Powerpoint, Design (Canva), Financial Planning, Investment**Interests:** Digital Marketing, Trading, Communications, Business Consulting**REFERENCES**

ROEMILIA BINTI BAHARIN

Associate

Amanah Saham Nasional Berhad

AMIRUL ASHAFIQ BIN A'SIM

Associate

Amanah Saham Nasional Berhad

2.0 COMPANY'S PROFILE



INTERNSHIP'S COMPANY	
Name of Company	Amanah Saham Nasional Berhad
Company's Registered Number	(47457-V)
Operations Hours	Monday - Friday 8:00 am - 5:00 pm
Hotline Numbers	03 - 77308899
Website	www.asnb.com.my
Address	No 120, Jalan Dato' Bandar Tunggal Seremban Negeri Sembilan

Figure 1: Company Details Information

Background of the Establishment

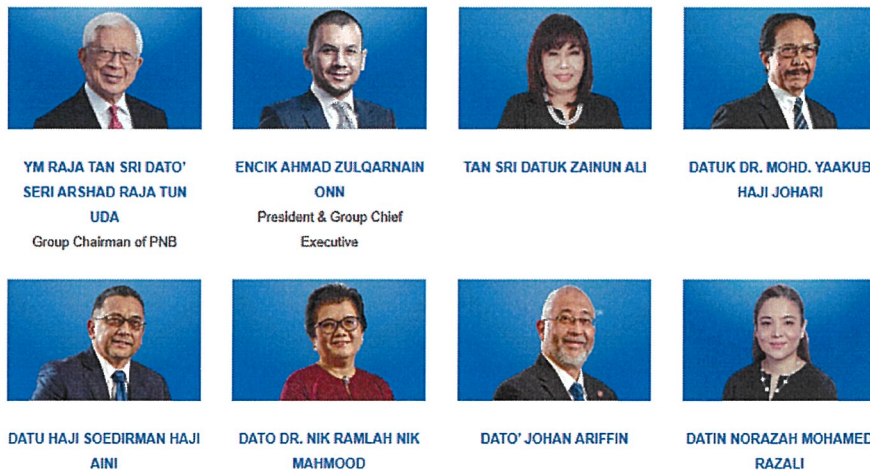
Amanah Saham Nasional Berhad (ASNB) is known as the wholly owned subsidiary companies under the Permodalan Nasional Berhad (PNB) and was established on 22 May 1979. ASNB operates more than 33 branches including 2,700 agent branches around Malaysia. This company is more focused towards the investment's strategy that are related to Malaysia's leading corporate, fixed income, real estate and private investments and including the global equities too. ASNB operates as a unit trust management company and is responsible for managing several unit trust funds in Malaysia. The purpose of its existence is to manage all the funds that have been launched by Permodalan Nasional Berhad by attracting the investors to invest in those funds. Based on the data in 2023, the number of investors that invest in ASNB funds have grown to 14.7 million in Malaysia and have about 17 funds in ASNB. (ASNB DATA, 2023)

Along with its vision, "To be a Distinctive World-Class Investment House" and together with the mission of "Enhancing The Economic Wealth of The Bumiputera Community And All Malaysians, For The Prosperity of The Nation", ASNB under the

Permodalan Nasional Berhad manage to make its companies to be well known in Malaysia and eventually make the Malaysians people manage to achieve the growth on their wealth. ASNB's primary objective is to promote and encourage savings and investments among Malaysians, particularly the Bumiputera community, by providing affordable and accessible investment opportunities which offer a range of unit trust funds that meet with the investor's preferences based on the market risk tolerance, prospectus, and many more. (*Corporate Overview, 2023*)

Organizational Structure

Board of Directors



Department Structure of ASNB Seremban

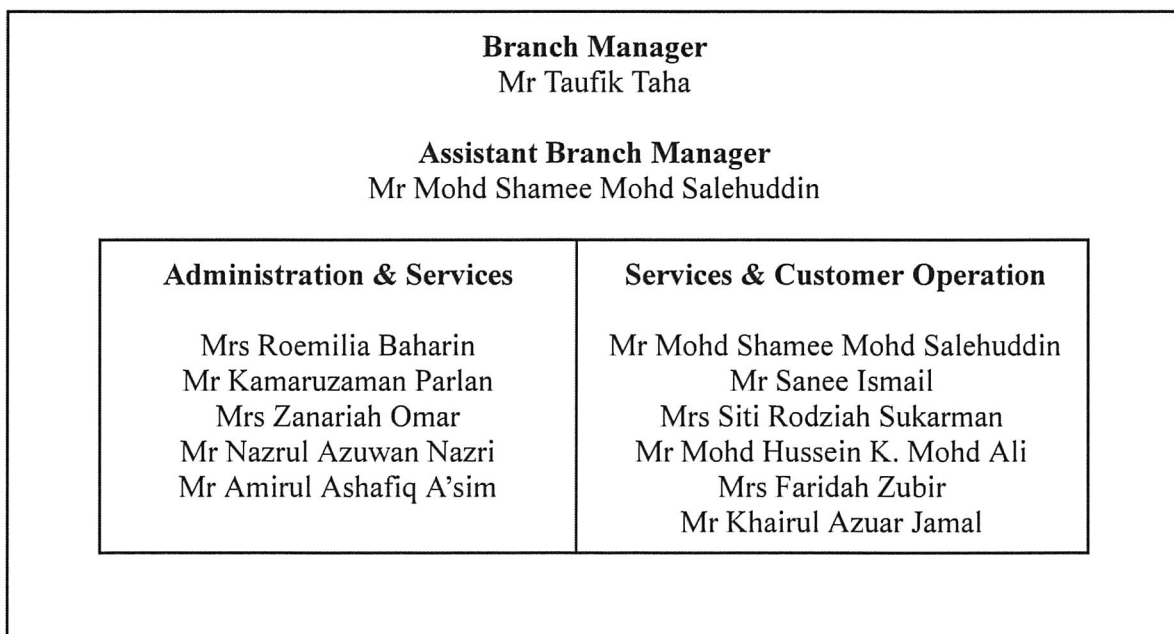


Figure 2 :Department Structure of ASNB Seremban

Product or Service

- **Unit Trust Fund in ASNB**

In ASNB, it offers several unit trust funds towards the investors which are basically known as Fixed Price and Variable Price. For fixed price unit trust funds, it is the funds that offer the investments with RM 1 per unit, meaning if the investors buy the fund for about 100,000 units, the value of the investments will become RM 100,000. Meanwhile, it differs with the variable price of unit trust funds which the price of the trust funds refers to the daily fluctuations and the historical pricing of the day.

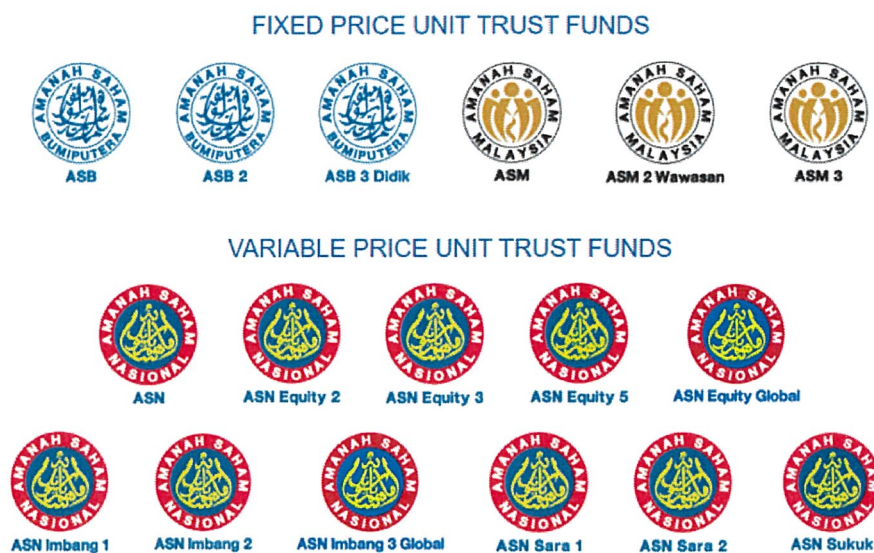


Figure 3: The fixed price and Variable price funds in ASNB

ASNB manages its funds through a team of experienced investment professionals who make investment decisions based on thorough research and analysis. The company aims to generate competitive returns for its investors while maintaining prudent risk management practices. Investors can purchase and redeem units of ASNB's funds at any ASNB branches or appointed agents throughout Malaysia. ASNB plays a vital role in fostering a savings and investment culture in Malaysia, contributing to the country's economic development and wealth distribution for the Malaysian people and it continues to be a trusted and popular choice for Malaysian investors seeking diversified investment opportunities.

- **The Inheritance Services**

Not only providing the investments of unit trust funds, ASNB also providing other services that are called ASNB Inheritance Services for the investors. For muslim, this service is named *Hibah Amanah* and for the non muslim called the Declarations of Trust (Pengisytiharan Amanah). The concept of Hibah Amanah is known as Syariah compliant which is the estate management services that have been offered to the Muslim investors of unit holders in ASNB. Basically, the unit holders will put the nominees for its unit trust fund account and upon its death, all the unit trust investments in ASNB account will be transferred to the Hibah recipient based on the percentage that had been stated of UnitHolder in the agreement. Meanwhile, for non-, ASNB also provides the ASNB Inheritance service, also named as the Declaration of Trust. ASNB will be the trustee for the non- unit holder trust fund account before all the money will be transfer to the nominees upon the death of the unitholder (*Hibah Amanah, 2020*)

- **Waqf Service**

Other than that, ASNB is also promoting the ASNB waqf for Muslim UnitHolder which is one of the other services in this company. For ASNB Waqf, it is actually the service that allows the unit holder to make contributions in order to help those people in need. By doing the ASNB Waqf, the unit holder not only donated in just one place, but it allowed the unitholder to be able to make the charity in other several places too for example, education, health, community empowerment and humanitarian mission. The minimum to do the waqf is 1000 units and only the return of the investments will be put in the waqf initiatives for the development of ummah and community while the money that has been contributed will remain as the principle of the investment. (*Wakaf, 2021*)

3.0 TRAINING'S REFLECTION

1. Duration

During the internship in Amanah Saham Nasional Berhad, the internship students have been notified by the HR department regarding the guidelines of being an intern here including the number of working days, how many hours working per day and their internship's duration. The students are doing their internship on 15 March 2023 and expected to end on 15 August 2023 which will take about 6 months in the internship journey. For the industrial training student's working hours, they need to come to the office before 8:00 am and finish the work at 5:00 pm and get 1 hour recess, working about 8 hours per day.

2. The roles, responsibility and tasks given in the department.

Based on the job scope that has been given by the supervisor, Mrs. Roemilia, the student, has been assigned to be in the customer service department whereby they need to handle all the investor's inquiries in the front office. All the internship students here have been given the same opportunity to fully experience handling all the investors or clients that came to ASNB Seremban. The customer service department in ASNB Seremban is very essential and important as it involves the customers' interaction and maintains a positive relationship with them. During the internship journey, the student has been responsible for answering all the investor's inquiries that are related to ASNB, for example, explaining regarding the funds that have been offered in ASNB, fixed and variable price, with the supervision from the executive officer here. Besides that, the job scope also included answering all the questions and giving the information needed to the investors, addressing any inquiries that occur, and in addition, helping the investors regarding their problems or any concerns that are related to their ASNB account.

Not only that, they also have been assigned and trained by the officer to explain and promote the services that have been provided by ASNB which is known as ASNB Inheritance Services or another term is "*Hibah Amanah/ Pengisytiharan Amanah*". Through this service, the students need to advise the customers to make ASNB Inheritance Services for their ASNB accounts that have more than RM 10, 000 , because without putting any nominees, the process to claim the money will be harder if the owner of the accounts have passed away. They have explained the benefits of doing the ASNB inheritance services towards the investors and also explained more details regarding the procedure in doing "*Hibah Amanah/ Pengisytiharan Amanah*".

Under the supervision of Mrs Roemilia and Mr Amirul, the internship student managed to answer all the investor's questions regarding the inheritance services and guide them to fill in the processing forms for these services.

Other than that, student have also been assigned to help the investor open their ASNB account for the first time by using the "*Kiosk Machine*" in ASNB Seremban. By using the "*Kiosk Machine*", the investors are able to open their ASNB account in a short time, manage to update their profile information, check their balance and open their online MyASNB apps. During this period, the internship students have been helping the investors on how to use the "*Kiosk Machine*" and guiding them to check their profile information before enabling them to make transactions at the counter. After checking and updating all the investor's information in the machine, they also was responsible to help the customers if there were any other inquiries that needed to be solved. For example, helping the investors to fill in the form of subscription and redemption of investment units if the investors intended to make any of the transactions in counter.

In addition, the internship students have also learned and taught by the officer on how to read "*Surat Bicara Kuasa*" and probate grants for the purpose of claiming the investment units if the investors have passed away. The beneficiaries of the late investors that have passed away will claim for "*Tuntutan Khairat Kematian*" including with the investment units of the fund, which indicates the students to help the investors to check the balance and give the right documents to process their claims. With the supervision of my officer, the student able to guide the investors on how to fill the right documents based on the final balance of the late investors, which if the balance below RM 10, 000, the beneficiaries doesn't need to take statement and go to court because the balance of the money will be transferred to beneficiaries's ASNB account in 21 working days vice versa if the balance above RM 10, 000.

3. The benefits that have received and gained

Throughout my internship journey in ASNB Seremban, I have gained valuable benefits, experience and inputs here. For your information, I have received an allowance for about RM 1 000 per month which is quite higher compared to the other company that I had applied for before this. Besides that, the location of ASNB Seremban and my house is quite near which helps me to save time during my working journey everyday. Furthermore, in my office, my senior office mates including the branch manager always bring a lot of food everyday especially during breakfast

time. They also like to treat all the internship's students, especially food which in this situation makes me not have to spend more money on food during my working hours.

Other than that, I also manage to gain and learn more about the technical skills that are really valuable for my future. Here, I learn how to check all the customer's inquiries using the office computer's system and also manage to update all the customer's information in the "Kiosk" machine provided here. I also have been assigned by my senior officemates to do the accounting report such as balancing the ledger, put the figure data in the *Standard Accounting Programme (SAP)* system and post it in the system, checking all the receipts given and many more which all of these are under the supervision of my leader. Throughout this technical skill of doing the accounting report gave me the competitive advantage compared to others and this will help me to be a valuable candidate for my next step of career in future ahead.

Moreover, I also have successfully learned how to read "*Surat Bicara Kuasa*" probate grant and will (*wasiat*) whereby I am able to help my customers to claim the ASNB's money from their relatives that have passed away. This situation has enabled me to gain knowledge of explaining to the clients regarding the next procedure needed for them to claim all of this money and close the ASNB account due to the death of their relatives/siblings, or parents. For example, if the clients show the probate grants and the executor have more than one person, they need to fill in the document of "*surat jaminan ganti rugi*" and BS5 and get the verification from the Commissioner for Oaths in Malaysia before submitting all the documents in counter.

Besides technical skills, I also managed to gain the skills that are related to my personal development such as improving my communication skills with the investors, enhancing my confidence level, being able to do work in a stressful environment and learning on how to become a flexible teammate in my office. Being in customer service department, it have eventually give me to fully interact with the investors and guiding them on their inquiries which this environment have help me to slowly improvise on how to talk to investors in such a manner and confidence way. I realised my communication skills have become more and more better every single day and able to gain the investor's confidence. For example, I managed to attract the investors to do the ASNB Inheritance services and answer all of their questions in such confidence with the supervision of senior officemates.

Not only that, I also manage to work in a stressful environment during my internship journey in ASNB. ASNB Seremban is the only branch in Seremban where a lot of people come here in order for them to invest, withdraw money, update their profile information, open their ASNB account and many more. This situation that I need to face everyday in ASNB Seremban has made me able to overcome any circumstances, especially when it is related to customer's inquiries. For example, during the announcement made by the government regarding a quota for Amanah Saham Malaysia (ASM) has been opened to 5 Billion Ringgit Malaysia, many of the investors have come to ASNB Seremban which has enabled me to entertain more than 30 customers during the day. Therefore, I believed with all the current situations make me able to develop the personal growth skills that enable me to be better person in the future.

4.0 SWOT ANALYSIS

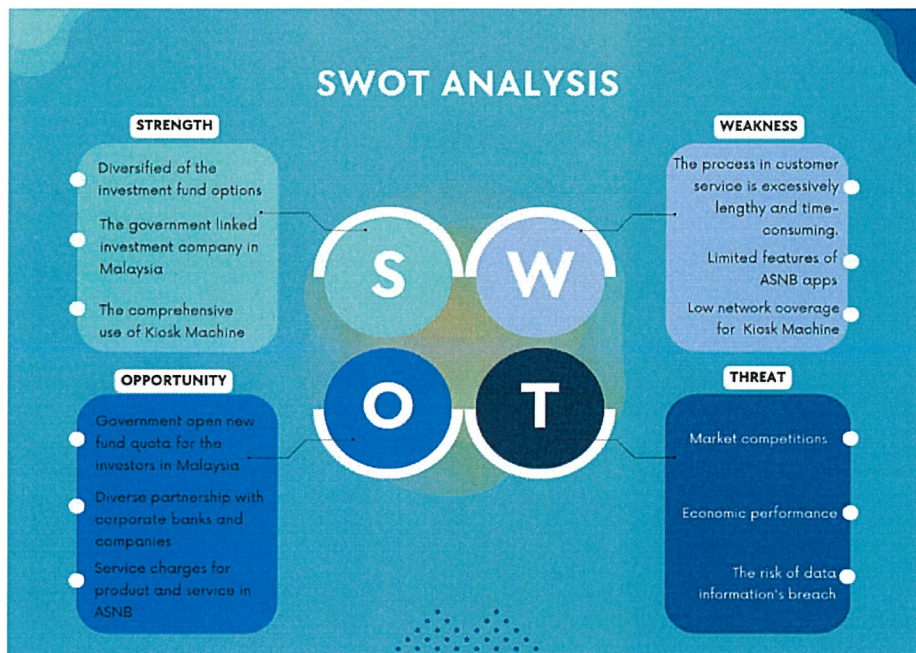


Figure 4 : The SWOT Analysis of ASNB

4.1 Strength

- **Diversified of the Investment Funds Options**

Amanah Saham Nasional Berhad offering to the investors with the diversification towards the investment funds options. In ASNB, it has about 17 funds of product that can be classified into two categories which are the fixed price funds and variable price funds. Many of the new and existing investors are more attracted towards these fixed price funds due to its low risk investment funds and giving the potential distributions or dividend every year. The fixed price fund such as Amanah Saham Bumiputera (ASB), Amanah Saham Bumiputera 2, and ASB 3 Didik is open towards the Bumiputera investors, maximum investment with RM 300, 000 per individual meanwhile for non bumiputera can invest in the ASM, ASM 3 and ASM 2 Wawasan.

The fixed price funds are becoming the unique selling point for ASNB because the funds are potentially able to give the return towards the investors every year without having the risk of losing the money. For example, if the investors put in the principal amount of money of RM 10, 000 in 2020, the money will increasingly grow together with the principle. The fixed price funds are created to offer the low risk investment for the investors that did not associate with the high risk tolerance. Therefore, this differs for the investors who want to expose themselves to the high risk tolerance that gives the high potential return by investing in the variables price that offered by ASNB.

- **The government linked investment company in Malaysia**

Amanah Saham Nasional Berhad (ASNB) under PNBis famously known as the unit trust fund company that is established and supervised under Malaysia's government and has been one of the investment companies that have been directly linked to the government in Malaysia. Established in 1976, ASNB had become the trusted company for the investors to invest their money in the products that have been offered by ASNB such as fixed price funds like Amanah Saham Bumiputera (ASB), Amanah Saham Malaysia (ASM) funds and many more. Compared to the other unit trust fund companies in Malaysia, Amanah Saham Nasional Berhad under the Permodalan Nasional Berhad, which offers a low-risk investment that gives a dividend average of 3 to 10 percent every year (*Income Distribution, 2023*). With the low-risk investment and yet getting a comprehensive dividend per year, many people realize that ASNB is one of the great places for them to put their savings, helping to double and grow their amount of money every year. For over 4 decades, ASNB has managed to gain the trust of Malaysian people due to its credibility and knowing that their money is in the safe place and also being managed by the professionals within the company.

The government has made initiatives to support the investment companies that provided low risk investments in this country because they want to encourage the Malaysian people to start investing and give awareness about the importance of financial planning especially for retirement. By introducing the low risk investments in unit trust funds of ASNB, this has eventually attracted the large numbers of investors to invest and save their money in ASNB due to its consistent dividend return per year. The increasing number of investors that invest in ASNB has actually been stated by PNB President & Group Chief Executive, Ahmad Zulqarnain Onn, that the number of ASB's accounts had risen from 200,00 to 10.6 million accounts in 2022 during their press release on 22 December 2022 (*PRESS RELEASE, 2022*).

- **The comprehensive use of kiosk machine**

In Amanah Saham Nasional Berhad (ASNB), they have provided the kiosk machine to every branch in every state including to ASNB Seremban branch starting from January 2023. With the existence of kiosk machines, it's a lot easier for the customers to update their profile information, check their account balance, open new accounts, invest and register to MyASNB apps. Before this, when the customers need to update their profile information, the ASNB's staff in the customer service need to print the investor's CCPO and need to make the verification at the counter. This process actually takes a great length of time especially when it is during the peak hours, in which the investors need to wait about 10 - 30 minutes before their number has been called. Now, with the kiosk machine, the investors can easily update their latest profile information in just 5 minutes which therefore can ease the customer's journey experience.in ASNB Seremban.

Besides that, by using the kiosk machine, the first time investors can easily register for their ASNB account only by using their identity card (IC). They did not need to fill in the documents for registration and including the "SA" documents too, instead only by using their identity card, the kiosk machine will detect their profile information, such as name, age, race, religion and address. Thus, the investors did not need to use the manual ways for registration due to the technological advances of kiosk machines. Not only that, starting from 1 July 2023, the Amanah Saham Nasional Berhad (ASNB) company had improved the kiosk machine features which they have added on one section in the transactions which is known as the "*Redemption*" section. The investors can easily transfer their amount of money in ASNB funds into their bank account, which can take a maximum of RM 3 000 per day. This process takes about 2 days of working hours before the money is credited into the investor's account. With the features, the investors that come to ASNB Seremban can easily invest and withdraw their money only by using the kiosk machine without needing to take numbers and go to the counter. Therefore, it can save the amount of time for the investors to withdraw their money in ASNB Seremban.

4.2 Weakness

- **The process in customer service is excessively lengthy and time-consuming.**

The customer's experience is very important for the company especially when it is needed to improve the company's branding reputation and gain an excellent positive review from the public. In ASNB Seremban, there is an issue evolving in the customer service department whereby the investors had to experience the long waiting period of time for their transactions to be done. Basically, all the trainee and internship students were allocated in the customer service department to serve the investors that come to ASNB Seremban due to lack of employees and staff there. These situations have made them struggling to meet the expectations of the customer services due to their limited experience. For example, there is one case where the trainee had falsely made a mistake which he asked the investor's family members to fill in the document of "*Tuntutan Khairat*" instead of "*Borang Tuntutan Hibah*" because he did not check thoroughly the investors profile information more details. This eventually have caused the family member's of the late investors to become displeasure and irritable because the process of filling and completing the document's of "*Tuntutan Khairat*" was consuming a lot of time and money too.

Not only that, the limited number of equipment such as the PC/computer in the customer service also contribute to the length of time consuming for the investors to come to ASNB Seremban. During the peak hours, many of the investors come to ASNB Seremban with the purpose of withdrawal, investment, death claim, the inheritance service and many more. Even though the number of people in customer services is quite considerable and manage to serve the investors, unfortunately, all the investor's inquiries need to be checked in the computer's system before being enabled to proceed to the counter. This have make the situation worse because the computer in customer service at front office only have one and make it difficult to check all the investor's inquiries in short period. The trainee and student need to prioritize the investors who wants to redeem of invest in the ASNB funds and therefore holds the documents that requires to check specific details such as "*Tuntutan Khairat*", documents of "*Hibah Amanah/Pengisytiharan Amanah*", and many more. This situation has made the investors uneasy and angry because their inquiries take longer of time compared to the people that come after them and eventually get the number first to go to the counter. Not only that they need to wait for getting a number in customer service to proceed to the counter, the investors also require to wait again for their number to be called with truly a waste time consuming.

- **Limited feature of MyASNB apps**

MyASNB apps have been created by Amanah Saham Nasional Berhad in order to ease the investor's journey whereby they can see and check all their account funds in ASNB including the transactions, account balance and statement. However, in MyASNB apps, it only has certain features which would not be able to manage all the investor's inquiries or the complex transactions within the apps. For example, even though the investor's can make redemption or withdrawal from MyASNB apps, unfortunately, it is only limited to a maximum of RM 2 000 with 3 transactions of redemption per month. The investor's unable to get the redemption money on the same day, but the money will be transferred into their account bank number in 2 working days. If the investor's want to redeem money more than RM 2 000 and need cash immediately, they need to go to the ASNB branch or the nearest agent branch. This situation also occurred when the investors wanted to redeem money for their children's ASNB account because these apps did not yet have the features for the registered guardian to withdraw money in their children's account.

Besides that, in MyASNB apps, it does not have any features that enable the investors to do all ASNB services such as claiming the "*tuntutan khairat*" or make the inheritance services through online. All of these services need to be done via counter and the process is truly time consuming due to a lot of documents that need to be filled in and processed in the counter in ASNB branch. MyASNB apps did not have any features that allow the investor's to fill in the documents online and submit it through their mobile phone which can help the investor's to save their time, energy and money without needing to personally come into the branch. Other than that, My ASNB apps did not have the features for the new investors to register and sign up for their new account in ASNB. Therefore, they are required to go to the nearest branch to register and open their account using the kiosk machine provided there or go to the counter.

- **Low network coverage for kiosk machine**

In Asnb Seremban, the kiosk machines were installed in order to ease the customer's journey for updating their information, checking their account balance and many more. Unfortunately, even with the great technology, the kiosk machine is still facing the problem of having a low network coverage in ASNB Seremban. The kiosk machine that has been provided is still using the 2G line coverage which shows that it has the slower internet connection and speed. Therefore, it is inconvenient for the investors to use the kiosk machine especially during the peak hours because sometimes the kiosk machine suddenly lags, unable to make transactions or even more worse, the kiosk machine shuts down when the investors are in the middle of using it. During the peak days such as when the dividend have been announced by the government, there are a lot of investors that come by to ASNB Seremban for their inquiries, such as make redemption and many more, and this situation have adversely affect the investors and also the staff in there where all the kiosk machine suddenly jammed and could not be able to be use, resulting for all the investors to line up outside for about more than hours before they can get their numbers to the counters.

Not only that, another incident also occurred in ASNB Seremban when the investors wanted to open their new account in kiosk machines, resulting for the investors having to try several times before they could successfully open their account in ASNB Seremban. Not only that, the investors also face difficulty when they want to register for their children's account in kiosk machines whereby the kiosk machine suddenly can't detect the transaction when the investors want to pay for the initial amount of money, therefore requiring them to go to the counter to proceed with the transactions. From the perspective of the trainee and staff in the customer service at the front office, this situation also made it quite difficult in processing the customer's inquiries especially when they were facing troubles in registering their account through the kiosk machine. It is because the trainee and staff need to check back the investor's information in the system, print out the CCPO forms, print the GMPC's of the investors, ask the investors to fill in the SA documents before sending them off to go to the counter to make the initial payment payment. The inefficient and slower network coverage obviously have created the unfortunate situations in the office and could create the unpleasantness of customer's journey in ASNB Seremban that can damage the company's image.

4.3 Opportunity

- **Government open the new fund quota for the investors in Malaysia**

Amanah Saham Nasional Berhad have famously known for its company's funds that offered the lower risk of investment yet giving a positive return to the investors per annum. Therefore, Permodalan Nasional Berhad, announced that the government has increased the quota for Amanah Saham Malaysia (ASM) up to RM 5 Billion quota in order to equal the rights for the diverse racial communities in Malaysia. This news has been stated by Malaysia's Prime Minister, Datuk Seri Anwar Ibrahim, based on the explanation of Budget 2023 in Dewan Rakyat. Therefore, the government also has increased the maximum number that can be invested by the Bumiputera in Malaysia for ASB and ASB 2 funds to RM 300, 000 per person, compared to the previous number that was only able to invest for about RM 200, 000 per individual. This news has been decided by the government in order to continuously boost the inclination among Malaysians towards investment and saving for their future. (ASM Fund, 2023)

Before the government announce the new quota funds, the non bumiputera in Malaysia such as chinese and indian unable to invest and save a lot of money in ASNB funds due to the limited quota, and this situation have made them to find the other alternatives ways of saving and double their money in other platform or company. With this great news by the government, the non - bumiputera investors now have the opportunities to save and invest their money in Amanah Saham Malaysia (ASM) funds that can invest maximum to RM 100, 000 per individual and gain the excellent dividend attained per annum which this years the government have announced the dividend for ASM fund to 4.5%, higher 0.50% than the previous years. Therefore, based on the dividend earned, it stated that the total income for distribution payout for the ASM's funds is amounted up to RM 1.02 billion This substantial dividend had eventually attracted all the investors in Malaysia to invest and open their new fund in ASM, therefore the amount of money that has been invested allows the company to reinvest back into the potential investors that can generate more dividend to the investors. (ASNB Declares FY23 Dividends, 2023).

- **Diverse Partnership With Corporate Banks and Companies**

In this technology and modern world nowadays , Amanah Saham Nasional Berhad under PNB have made strategic initiatives to increase their product knowledge to the public and create awareness of investing by collaborating with the other corporate banks and companies in Malaysia. By these partnerships and collaboration, it is eventually allowed for the customers from the corporate bank to make the investments through the ASNB by using the corporate bank's banking platform such as online platform, bank's branch and also through their mobile apps too. Therefore, it helps to broaden the accessibility and convenience for the customers from the banks to acknowledge the ASNB products and be able to invest easily in ASNB accounts only by using their banking platforms. Based on the data, there are about ten major corporate bank that have collaborate and offering the ASNB products in their branch and online platforms, which are Maybank, CIMB Bank, RHB Bank, Bank Simpanan Nasional, Affin Bank, Alliance Bank, Ambank, Bank Muamalat, Heong Leong Bank and Bank Islam. (FAQ, 2023) Therefore, through this partnership too, all these corporate banks have allowed for Amanah Saham Nasional Berhad to advertise in their branch and open the counters to approach the customers within the banks.

Not only partnership with the major corporate banks, ASNB also successfully collaborates with the other companies in Malaysia such as Pos Malaysia and also Employees Provident Fund (EPF) company. Through the EPF Members Investment Scheme, the investors can easily invest their epf money using online platforms under the features of i - Invest. This is one of the investment methods given to the EPF members to invest in ASNB products only using the Epf money, however, this investment only can be applied for the available unit trust funds provided such as ASB 2, ASM 3, ASB 3 Didik and ASM 2 wawasan.By using the EPF money, the investors can easily generate more dividend income, therefore, enabling them to get the higher return for their investment in ASNB funds. Therefore, they also will gain the flexibility and ability to manage their investments effectively based on the risk tolerance, market outlook and their portfolio (FAQ, 2023). Not only Pos Malaysia and EPF companies, ASNB also have made the partnership agreement with Touch And Go E wallet (TnG) to enable the features of investment transaction in Tng E wallet for ASNB products that will be announced upcoming months.

- **Service Charges for product and service in ASNB.**

Amanah Saham Nasional Berhad is acknowledged by the public of its lower rate for its service charges in their product and services. Comparing the other unit trust fund companies in Malaysia, ASNB offered the service charge from 0% until 5% for its various products and services. ASNB have offered the products that can be classified as Fixed Price Funds and Variable Price Funds, which there is no sales charge for for the fixed price funds if the investors want to redeem their investment meanwhile for the variable price, the charge is accumulated between 1.75% until 5%. The zero service charges for the fixed price funds have managed to gain a lot of attention from the existing investors to invest more money without needing to pay for any extra charge to ASNB. This eventually has given the ASNB the opportunities to attract more of the new investors to start to invest and save in an ASNB account and diversify their portfolio based on the risk tolerance.

Not only that, ASNB have offered the services of estate planning or inheritance services for the investors who intend to put the nominees for their ASNB account. These services were provided by ASNB which aims to provide a reliable mechanism in transferring of unit trust funds from the deceased investors to the beneficiaries listed in the legal documents. Therefore, this service will ease the beneficiaries of the investors to claim money from the deceased's account without needing to issue the letter administration in order to distribute the estate among family members which takes more about 6 months until 3 years depending on the situation. By comparison to the estate planning or inheritance services provided by ASNB and other competitors, ASNB has the lower claim fees which for the first RM 25, 000, the claim fees will be 1.5% only and the next RM 225, 000, is only 1%. Therefore, this claim fees will be deducted from the deceased's account before it will distribute to the nominees listed in the document. If the investor's did not do any of inheritance services in ASNB and the balance amount of in his/her account more than RM 10, 000, the money need to be declared by the existing family members to Amanah Raya. As have been stated in the website of Amanah Raya, they also need to pay for the service charge, which Amanah Raya took about 5% for the first RM 25, 000, 4% for the next RM 250, 000 which the fees is quite higher compared to ASNB (*Soalan Lazim Pentadbiran Pusaka - Amanahraya*, 2020). Thus, this comparison has eventually managed to gain the attention from the investors to choose this service compared to the other competitors.

4.4 Threat

- **Market Competitions**

Even being the preferred unit trust company in Malaysia, however, Amanah Saham Nasional Berhad also was not exempt from the competition with the other unit trust fund companies, financial and investment institutions in Malaysia. These competitors such as Public Mutual Berhad, Kenanga Investors Berhad, Maybank Asset Management Sdn Bhd and many more have offered their personal unit trust funds along with the investment products which they also targeting the same market segmentation and competing with others in orders to gain the attention from the investors to choose their products and services. The competition between the organizations is driven by several factors for example, the fees and charges for the products offered, the performance of the products, the risk for the investments, distribution channel including with the quality of its customer service. The range of companies that offer the higher return for the investment has slowly attracted the investors to put their money into the investment that will generate the higher distribution income than in ASNB company.

- **Economic Performance**

The economic performance in Malaysia has eventually affected the number of returns or distributions of the unit holder in Amanah Saham Nasional Berhad. The declining of the economic performance can be seen through the dropping number of the performance for all the funds in ASNB since 2018 until 2022, due to the instability in economic and political area which negatively affected the Permodalan Nasional Berhad and Amanah Saham Nasional Berhad as they are government linked company in Malaysia. This situation has exposed the current situation of the company and also the investors with the high risk for their investments in ASNB's fund. Based on the statement given by the PNB Group Chairman, Tun Ariffin Zakaria stated that due to the price inflation, the rising of interest rates, supply chain disruptions and political instability have resulting to increased the market volatility thus affected the total numbers of income distribution for the unit holders in Amanah Saham Nasional Berhad. This can be approved by the data of the FBM Kuala Lumpur Composite Index which shows the declining percentage by 6.7% at the end of December 2022. (*PRESS RELEASE, 2022*) Amanah Saham Nasional Berhad eventually have been affected by the recent market performance which it can be seen through the dividend of Amanah Saham Bumiputera (ASB) funds in year ended in 2022, where by gained only 3.35 cent per unit for the income distribution along with 1.25 sen bonus per unit compare to the previous year of 4.25% income distribution including with the bonus of 0.75 cent per unit (*Income Distribution Calculation Simulation, 2023*)

- **The Risk of Data Information's Breach**

The digital platform has enabled important functions towards the society and economies too, thereby it helps to ease the customer journey and experience in dealing with the business activities (*OECD, 2019*). Therefore, ASNB companies have established MyASNB apps for their users, giving their users the access towards their funds in ASNB and doing the transactions within the apps such as redemption, investment, switching and so on. Unfortunately, MyASNB apps and their website also were not immune to the cyber threats and the user profile's information can easily be traced by the professional hackers, resulting in severe impact damage towards the users, such as loss of money in their ASNB accounts. Even though the data from the online platform apps or website is strongly secure and protected by the ASNB company itself, due to the era of globalization, the hackers nowadays are getting more comprehensive and have found millions of ways on how to detect and trace the user's information data. Not only that, the risk of data breach in Amanah Saham Nasional Berhad can lead to unauthorized access towards the user's personal information which can lead to the malicious hackers to have full access to the user's financial account, resulting in identity theft, unauthorized transactions, phishing and social engineering attacks. Thus, this situation will badly affect the company's image and reputation and potentially lead to losing the high number of investors due to lack of trust of the user towards the ASNB companies.

5.0 DISCUSSION AND RECOMMENDATION

Strength

- **Diversified of the investment fund options**

Amanah Saham Nasional Berhad (ASNB) companies have several funds options that can be divided into two categories which are the fixed price funds and variable price funds. All of these funds offered by ASNB have a comprehensive range of dividends to the investors starting from two percent up until ten percent to the investors which manage to gain the attention from the investors to start investing in this unit trust company in Malaysia. Due to the diversified funds option in ASNB, the investors can easily make choices to invest in the funds based on their prospectus, the risk tolerance and the funds performance in ASNB. Not only that, the investors also can invest more than one fund in order for them to gain the higher numbers of dividends per year, with no service or sales charges for redemption in every transaction. Through the diversification of the investor's portfolio, it enables the investors to manage their funds effectively, reassessing their approaches for their investment choices and finding the efficient methods to minimize risk. Therefore, the investors can minimize the impact of market fluctuations by having a variety of fund investments in their own portfolio (Attia et al., 2023). For recommendation, ASNB can use the promotional marketing campaigns to create more awareness to the public regarding the variety of funds offered and stating the benefits gained in short, medium and long term for each investment. The company also can use the social media presence to encourage more of the youngsters and millennials to start investing in the ASNB as the young people are more likely to be active in social media.

- **The government linked investment companies in Malaysia.**

Amanah Saham Nasional Berhad under the Permodalan Nasional Berhad has been known as one of the investment companies that have been directly linked to the government in Malaysia. Based on the Government Linked Companies Transformation Programme (GLCTP), the Ex Prime Minister, Dato Sri Muhammad Najib, have stated that the GLC companies have playing the major role in enhancing the Malaysian economy and he also said, this government programme of GLCTP have successfully prosper the Malaysian country in the aspect of the economic and also the social development (*Farid Ali al-Fijawi et al., 2020*).The government linked companies or any of institutional investors company In Malaysia had efficiently implemented the local standard of the investment policies that aligned with the

Malaysian Code on Corporate Governance based on the ESG material matters and also adopted the investing codes that have been set up by the Malaysia's government (*European Union, 2021*). Therefore, ASNB companies under the Permodalan Nasional Berhad (PNB) have given the perspective to the public that all of the investment and funds in the company is safe and guaranteed with the potential return and dividend. The positive image and reputation for ASNB had enabled it to gain the trust and confidence among all the Malaysian people to choose and prefer the ASNB companies among all the investment companies in the country. In order to attract many Malaysian people to invest in Malaysia, the government can improve the performance of ASNB every year by reinvesting the investor's money into the high potential sectors including the foreign sectors and companies that generate higher return and distributions towards the investors.

- **The comprehensive use of Kiosk Machine**

The kiosk machines were created by ASNB in order to ease the customer's experience and were distributed to all the ASNB branches in Malaysia starting from January 2023. By having the kiosk machine in the ASNB branch, this eventually benefited the investor's to update their profile information, checking balance and many more, resulting in saving the investor's time from waiting too long at the counter, therefore, they can easily access their ASNB accounts through kiosk machines. It enable to make the service more faster, reduce the number of waiting time and also giving the excellent and accelerating of the service delivery in ASNB branches. Besides that, having the kiosk machine offers the investors the self-service options, giving the investor's options to fully access their account without needing the human assistance and giving more control over their interactions. For the recommendations, the ASNB can fully optimize the use of kiosk machines in every branch in Malaysia by increasing the numbers of kiosk machines in order to create an excellent customer's journey and experience in ASNB.

Weakness

- **The process in customer service is excessively lengthy and time-consuming.**

The customer's service department is the most crucial department in every company because they directly interact with the customers, and by having great and positive customer service, can result in higher customer satisfaction, positive brand reputation, and enhance the customer's retention. Therefore, the company needs to foster and invest in the customer service department in order to sustain the companies in the long term (*Abu-Elsamen et al., 2011*). However, in ASNB Seremban, the investors have faced the unpleasant experience journey during the interactions with the customer service department, therefore causing the negative reputation for the company itself and giving the lower percentage of customer's satisfaction in the ASNB Seremban branches. In order to overcome these weaknesses, the company itself needed to give the special training to the trainee and also the internship student in handling all the customer's inquiries, complaints and feedback too. The company also needs to put permanent staff in the customer service department at the front office to supervise all the work and assist the trainee and internship students in checking all the investor's documents too. Other than that, ASNB Seremban needs to make the initiative to put more than one computer system in the front office, in order to enable the staff to speed the process of investor's inquiries before going to the counters. Thus, all of these suggestions will eventually help to speed up the investor's time in processing the investor's inquiries hence providing the excellent customer's journey experience in ASNB Seremban.

- **Limited feature of MyASNB apps**

With the existence of MyASNB apps, it has eventually benefited the investor's in every aspect of area such as shorter time management, accessing the investor's account and many more. Unfortunately, in MyASNB apps, it did not have the fully features of the services and products offered in ASNB companies., and only focused on the basic account service, limited transactions, limited customer support, and lower security features. Hence, with the restricted functionalities of MyASNB apps, it doesn't enable the users to feel convenient with the apps as it has limited access to the certain features and needing the users to come into the physical branch for the complex transactions and information. The users also believe that the limited features in the apps might be a sign that the ASNB company is inadequate with the latest technology, and badly affecting the confidence and trust towards the digital capabilities of ASNB. Therefore, in order to address the issues, ASNB needs to

expand their features on the mobile app, to become more functional and reliable for the user's experience in using the MyASNB apps. For example, ASNB can provide the features which allows the users to register as the new investors by using MyASNB apps only, to get the latest information and updates for the ASNB funds. By offering the limitless features of MyASNB apps will result in increasing the numbers of user's engagement, retention and also improving the customers satisfaction too.

- **Low network coverage for kiosk machine**

Even though having the kiosk machine in ASNB Seremban is really helpful to enhance the customer's experience journey, unfortunately, this kiosk machine will have disadvantages when it is facing the difficulties of low network coverage especially during the peak hours. Even the ASNB had more than 2 machines in every branch, but the limited network connectivity did not make the kiosk machine to fully operate smoothly and effectively, thus making the investors that come into ASNB Seremban, anger and frustrated as they can self access towards their personal accounts and have to waiting in the customer service at front office to check their account. The lack of network coverage in ASNB Seremban can result in a variety of issues like the disruption in the transaction processing of investment and redemption. Therefore, to overcome the weaknesses, ASNB needed to report to the HeadQuarters immediately regarding the problems addressed and always asked the HQ to send the maintenance every week for the kiosk machine to ensure it will smooth the system operations and increase the customer's experience using the machines.

Opportunities

- **Government open the new fund quota for the investors in Malaysia**

With the recent news from the government where they have announced the new quota of Amanah Saham Malaysia (ASM), many of the Malaysian Investors have come into the ASNB Seremban to invest their money through cash, debit card and also cheque too. With the new fund quota of ASM, it eventually attracted the attention of the first time investors to know more in details regarding the ASNB company and make the decision to invest in the company. The investors believe that the quota that is available for ASM funds is expected to give them the various benefits, for example, like the great potential return every year, and manage to keep their money safe in the low risk investment that is provided by ASNB. Due to this opportunities, the government need to make strategic plan to attract more of the investors to keep investing into the new quota funds or any of the funds in ASNB by creating the special incentives for the investors, for example, giving the additional 50 units for the new investors that invest more than RM 100 for the first registration and giving the unlimited gift and bonus for the existing investors that invest more than 10, 000 units per transactions.

- **Diverse Partnership With Corporate Banks and Companies in Malaysia**

Doing the partnership or collaboration with other corporate banks and companies in Malaysia also brings the opportunities for ASNB to expand their company and increase the number of success for the long term. With the new market having emerged along with the increasing number of competitors in the same industry, the competitiveness is not relevant enough to only stay competitive from others, however, the new era needed for the company to make the new innovation or strategy to differentiate it from other companies. *(Hindi & Frenkel, 2022)* Amanah Saham Nasional Berhad have made an effective approach to collaborate with the banks in Malaysia and companies such as Pos Laju and Epf company, therefore in order to increase the public image among the customer's in the selected bank and companies. With this excellent strategy, not only is the ASNB able to gain new investors and have higher revenue, these companies also have significant value in creating a great mutual connection with the banks and companies too. In order to increase more public awareness from Malaysian people, ASNB can make a significant partnership or collaboration with government and private universities in Malaysia in order to attract more young people to invest in the services and funds offered by Amanah Saham Nasional Berhad. The company also can manage to do

the social corporate responsibility (CSR) in order to show the ASNB's commitment towards the sustainable environment and society in Malaysia.

- **Service Charges for product and services in ASNB.**

By providing lower service charges for products and services in ASNB, this has given the opportunities for ASNB to move further and generate more revenue for the company. When the service charges are lower, the investors are most likely to invest the significant amount of money, with the intention to get the higher potential return for their investment funds, therefore it can increase the volume of investment in ASNB funds and increase the overall asset of this company. Not only that, by providing the lower service charges too it can be as the main attractive for the investors to do research and explore more the other financial services and products that was offered by ASNB company resulting in the higher opportunity of cross selling between the investors and ASNB. Therefore, it can increase the higher retention for the investors and contribute to having loyal investors in the long term for ASNB companies. In order to attract and gain more attention from the investors, the ASNB company can make collaborations with the financial advisors in Malaysia in educating the investors about the advantages of having the ASNB accounts and investing in the funds offered with the lower service charges for every transaction. The ASNB company also can introduce the loyalty programs to the existing investors in order to reward the investors that have chosen the ASNB products and services and also encourage them to reduce the service charges by participating in the loyalty programs in ASNB.

Threats

- **Market Competitions**

The ASNB companies need to be aware of the market competitions in the industry between ASNB and other unit trust fund companies in Malaysia. Malaysian people nowadays are more exposed with the awareness of investing, thus making them take the new steps of increasing and generate passive incomes by investing in the unit trust companies. Even though the investors come from the high income people and have the great education of investment, many of them still did not willingly to invest and putting their significant amount of money into the high risk instruments which can be seen through the data analysis where only 30 percent of the Malaysian are investing in unit trust funds instruments in this country (*Richard Albert, 2020*). Therefore, looking at the number of percentages given, many of the unit trust companies in Malaysia for example Kenanga Investment bank, Employment Provident funds (EPF) have made the initiatives to offering the funds that offers the high potential of return and distribution yet giving the options of medium and low risk of instruments funds. This situation eventually gives the potential threat to ASNB companies where the existing investors might change their mind to invest in another unit trust company thus this situation will affect the numbers of revenue of ASNB company and putting the price pressure for the company to offer lower fees and charges while trying to maintain the profitability. Therefore, in order to overcome the threat, the company needs to identify the new market segmentation by targeting the new customers segments for example focusing on the young generations, by tailoring and providing the services that meet with their own needs. Not only that, ASNB companies can create the new funds or products that differentiate it from other competitors by emphasizing more on the unique selling point (USP) that gives the investors the benefits of investing in ASNB compared to the other unit trust funds.

- **Economic Performances**

Due to the disease of Coronavirus 19 (Covid 19), it has negatively affected the whole global economy and is showing the declining economic performance in the whole country around the world including Malaysia. Bank Negara Malaysia stated the economy in Malaysia is still in the recovery state as the country is still rose from the 5.6% drop of the economic performance in 2020, which Malaysia has become the worst of annual performance since the Asian Financial Crisis in 1998. The situation has relatedly correspondence with the total return or distribution given to the investors, resulting with the lowest ASB distribution in the history during the year

(Latiff & Chu, 2022). The current situation has shocked the investors and made them wonder whether their investment portfolio funds in ASNB is still worth it or they need to find another platform to generate more return. Therefore in order to reduce the impact of economic performance, the company needs to change the investment strategy by investing more into the foreign equities market such as New York Stock Exchange, NASDAQ and many more. This will enable ASNB companies to generate higher returns for the shareholders and investors, creating a new diversification of portfolio in the company. Besides that, ASNB companies need to continuously monitor the economic performance and market trends in order to adjust the investment portfolio and make excellent investment decisions.

- **The risk of Data Information's Breach**

There is a high potential threat towards data information for the ASNB users which enable the users to expose themselves to unauthorized access of the ASNB accounts, leading towards the unauthorized transactions and causing the users to lose a significant amount of money in their funds. Other than that, the risk of data information's breach gives a huge effect for the users and company which will result in fraud, identity theft and any sort of risks related to the security measure. The data breach of the user's personal information can negatively shatter the confidence and trust for the ASNB company's security measures, therefore making the reputation and brand image of this company damaged and bad in the eyes of the public. In order for the ASNB company to prevent the risk of data information's breach, the company needs to improvise strong security measures and enhance the data protection protocols for every transaction that happens in an online platform. Besides that, ASNB needs to create awareness to the public about the security breach and inform the public to not click or respond towards the malicious email or messages that use the ASNB names, instead making the confirmation towards the customers care service or going to the nearest branches for confirmation. Thus, all of this strategy is important to implement in order to ensure that the privacy of ASNB users is well protected and as the safeguard of the data information for the users too.

6.0 CONCLUSION

In the nutshell, Amanah Saham Nasional Berhad (ASNB) is one of the government linked companies that successfully sustain and operate in the long term for about four decades. The companies manage to identify their strength, weaknesses, opportunities and also the threat which this research helps the companies to improve the company's business operations and be as one of GLC companies to offer the lower risk investment and potential return to the investors in Malaysia. By experiencing the internship training in this company, the students manage to gain various knowledge from the perspective of the investment banking industry and manage to fully develop the skills needed in order to serve the variety of investors in the customer service department. During the internship journey in ASNB, the student is successfully able to learn more details regarding the products and services offered in ASNB therefore, enable the student to explain and promote the services towards the potential investors with the supervision from the senior officemates and supervisor. Doing the internship in ASNB Seremban have given the opportunity for the students to expose with the real working life and greatly deals with fully interactions with the investors, assist the investor's inquiries that are related with the investment, redemption, *tuntutan kematian*, *Hibah Amanah/ Pengisytiharan Amanah* process and many more.

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8.0 APPENDICES



Appendix 1: Appointed to help the Zone Manager of ASNB Seremban to open counter at CIMB Bank



Appendix 2: Open counter with the Marketing Department during carnival "Selangkah Ke UiTM"



Appendix 3: Eid Celebration with ASNB Staff



Appendix 4: Picture together with ASNB Staff for competition "Gambar Kreatif ASNB"



Appendix 5 : Explaining Hibah Amanah to the investors



Appendix 6: Complete all the HAT/TD forms at the end of day



Appendix 7: Assist the investors to update the profile information at the kiosk machine



Appendix 8: Completing the batching process



Appendix 9: Calculate all the coins at the back office



Appendix 10: Checking and arrange all the documents from tellers