

M A L A C C A S E C U R I T I E S
S D N B H D

P R E P A R E D B Y :

MOHAMMAD HAZIM BIN AMAN

2021504879

RBA2436B



INDUSTRIAL TRAINING REPORT

M⁺Online
Equipping Traders For The Win

01 MAR 2023 - 15 AUG 2023

P R E P A R E D F O R :

ADVISOR:

MISS NIK AZLINA BINTI NIK ABDULLAH

EXAMINER:

MADAM NURWAHIDA BINTI FUAD

2 1 J U L Y 2 0 2 3

EXECUTIVE SUMMARY

This report is prepared for the Industrial Training of my course on human resource management. I was accepted to do my internship at Malacca Securities Sdn. Bhd., located in Kuala Lumpur. Malacca Securities Sdn Bhd was first founded in 1963 under the name Malacca Traders, located in Malacca. The company grew and evolved over time to become what it is today, becoming a publicly traded company in 1992.

I need to complete my industrial training for six months, from 1st of March to 15th of August. I was placed under the licensing and human resources department. My role and responsibility are to support licence renewal processes. I am assisting in tracking all Remisier's license, and Marketing Representative (MR) renewal dates. As for the human resources department, I was assigned to monitor and manage employee attendance, advertise jobs, and set interview dates for candidates.

In this report, I mentioned the SWOT analysis, SWOT matrix, and PESTEL analysis of the company. SWOT analysis is used to evaluate the company's strengths, weaknesses, opportunities, and threats. In this report, I was conducting SWOT analysis for Malacca Securities, specifically for the HR department.

At the end of this report, I am making a discussion and providing recommendations for Malacca Securities to overcome the weaknesses of their HR departments. This report also includes a conclusion, references, and appendices to complete the report.

TABLE OF CONTENTS

| | |
|---|----|
| ACKNOWLEDGEMENT | 1 |
| 1.0 STUDENT'S PROFILE | 2 |
| 2.0 COMPANY'S PROFILE | 4 |
| 2.1 NAME | 4 |
| 2.2 LOCATION..... | 4 |
| 2.3 BACKGROUND | 5 |
| 2.4 VISION | 6 |
| 2.5 MISSION | 6 |
| 2.6 ORGANIZATIONAL CHART OF MALACCA SECURITIES SDN BHD..... | 7 |
| 3.0 TRAINING'S REFLECTION | 8 |
| 3.1 DURATION..... | 8 |
| 3.2 DEPARTMENT | 8 |
| 3.3 ROLES AND RESPONSIBILITIES | 8 |
| 3.4 BENEFITS | 10 |
| 4.0 SWOT ANALYSIS | 11 |
| 4.1 STRENGTHS | 12 |
| 4.1.1 Implement Employee Engagement Programmes..... | 12 |
| 4.1.2 Having Skilled and Knowledgeable HR Team..... | 13 |
| 4.2 WEAKNESSES..... | 13 |
| 4.2.1 Lack of Communication and Collaboration between Departments | 13 |
| 4.2.2 High Employee Turnover..... | 14 |
| 4.3 OPPORTUNITIES | 15 |
| 4.3.1 Technology Advancements - Wide job advertisement sites..... | 15 |
| 4.3.2 Continuous Learning and Developments..... | 15 |
| 4.4 THREATS..... | 16 |
| 4.4.1 Strong Competition for Talents..... | 16 |
| 4.4.2 Rapid Technological Advancements | 17 |
| 5.0 SWOT MATRIX..... | 18 |
| 6.0 PESTEL ANALYSIS..... | 19 |
| 6.1 Technology | 19 |
| 7.0 DISCUSSION AND RECOMMENDATION | 20 |
| 7.1 Lack of Communication and Collaboration between Departments | 20 |
| 7.2 High Employee Turnover | 20 |
| 8.0 CONCLUSION..... | 22 |

2.0 COMPANY'S PROFILE



Figure 2.0 Company's Logo

2.1 NAME

Malacca Securities Sdn Bhd (KL Eco City Branch).

2.2 LOCATION

Malacca Securities Sdn Bhd operates several branches throughout Malaysia. The headquarters is situated at 1,3&5, Business Park Melaka, Jalan Ppm 9, Plaza Pandan Malim, 75250 Melaka. During my internship, I had the opportunity to work at the KL Eco City Branch, specifically at BO1-A-13A, Level 13A, Menara 2 No.3, Jalan Bangsar, Kampung Haji Abdullah Hukum, 59200 Kuala Lumpur.



Figure 2.2 Company's Location

2.3 BACKGROUND

Malacca Securities Sdn Bhd was first founded as a partnership in 1963 under the name Malacca Traders as a small brokerage firm located in Malacca. Over the years, the company expanded and developed into what it is today, becoming a publicly traded company in 1992. Their specialties are stockbroking, financial advisory, equity trading, investment education, and discretionary trading. They have made it through numerous times of global financial instability, particularly the one that occurred in 1997.

After the year 2000, when the stock market became more efficiently structured and risk management procedures were put into place, we were able to make a successful comeback. At this time, the company has 16 branches around Malaysia. These locations are spread out across the Klang Valley, Penang, Johor, Pahang, Ipoh, and Kedah.

Their mission is to facilitate the expansion of their clients' wealth and the development of their financial literacy. As a result, they educate their clients by offering them a variety of educational opportunities, including workshops, training, and tools, so that they are able to effectively invest in the stock market. Because "Equipping Traders for the Win" is the motto of the company, all clients may have complete confidence that their needs as customers will always come first in our planning.

Due to the ongoing process of digitalization in Malaysia, the company began an online trading platform that was later rebranded as M+ Online in 2012. This marked the beginning of the company's shift in focus to going digital. Another significant advance was made with the launch of our artificial intelligence (AI) tools, Elfstone and mPower. AI provides assistance to investors during the decision-making process, so this was a very important step forward.

During the pandemic, they were forced to adapt and immediately change, and as a result, they established online account registration to simplify the procedure for the customers. Then, they started winning prizes such as the Bursa Excellence Prizes and the Retail Investor Campaign because of consistent support from our customers.

Next, they constantly strive to provide all their clients and others with greater benefits because of their desire to grow. Their Corporate Finance Department gives financial advice to institutions and corporations. They offered a service called "Discretionary Trading" to their retail clients that lets them trade on their account. For Muslim clients, they also started the first Shariah discretionary trade in Malaysia.