



اوپن یونیورسٹی تیکنالوجی مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ASNB**  
Amanah Saham Nasional Berhad  
A PNB Unit Trust Company

# **INDUSTRIAL TRAINING REPORT**

## **MGT666**

**AMANAH SAHAM NASIONAL BERHAD (ASNB)**  
**KANGAR**

**(29 AUGUST 2022 - 10 FEBRUARY 2023)**

***BACHELOR OF BUSINESS ADMINISTRATION***  
***(HONS.) FINANCE***



**NAME: MOHAMMAD NUR FIKRY BIN AHMAD ILIAS**

**MATRIX NO.: 2020713011**

**GROUP: RBA2426A**

**ADVISOR: DR. CHEN JEN EEM**

**EXAMINER: MS. ROZIHANIM BT SHEKH ZAIN**

## **Part 1: Preliminary pages**

### **1.1 Executive Summary**

This industrial training report emphasises the work experience I gained while serving as an intern in the ASNB Kangar in customer and channel management department from 28 August 2022 until 10 February 2023. I've included a thorough job description and information regarding my six months of employment at ASNB Kangar, where I had to deal with various investor personalities and attitudes. I developed a lot of skills, particularly in communication, and I also improved my self-confidence through working with different types of investors.

I had one of the best experiences during my internship at ASNB, gaining a tonne of knowledge, experience, and useful exposure in the work sector. I was given my first exposure to a real-world workplace, which I had never had before. Prior to that, I worked on enhancing my confidence and communication skills because I had to assist and assist customers during their transactions. In addition, this industrial training may help me develop into a disciplined and confident person. I now understand financial institutions better, which will aid me in deciding on a career after graduation.

I've included my resume in this report as a student intern. It also contains my analysis of ASNB from the point of view of its opportunities, threats, and weaknesses (SWOT). Additionally, I offer the business my advice on how to strengthen each aspect of the SWOT analysis and link it to PESTEL, which stands for Political, Economy, Environment, Technology, and Others. I now have a clear understanding of what ASNB needs to accomplish, enhance, and avoid in order to continue operating as a result of all of this analysis. Finally, I realised that this industrial training gives me valuable, hard-to-find experience and knowledge.

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January 2016 – March 2016

**Internship I, UiTM Melaka, Jasin Campus**

- Manage crops such as the oil palm and rubber tree.
- Handle tools and equipment in the fields.

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**AWARDS**

Universiti Teknologi Mara Perlis, Arau Campus : Dean's list award in Semester 5 – **3.59**  
: Dean's list award in Semester 4 – **3.57**  
Universiti Teknologi Mara Melaka, Jasin Campus : Dean's list award in Semester 3 – **3.56**  
: Dean's list award in Semester 2 – **3.92**

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**EXTRA CO-CURRICULAR ACTIVITIES**

15 April 2022 • Module - Library Management Software (Mendelay)  
8 April 2022 • Module - Online Database for Literature  
14 January 2022 • Financial Plan for ENT300, ENT530 & ENT600  
5 – 13 December 2020 • SKM Kuala Lumpur Standard Chartered Marathon 2020 Virtual Run  
16 – 17 November 2018 • Secretary for Planter's Camp  
2017 / 2018 • Planter's Executive for Part 1 student  
5 Mei 2018 • Registration bureau and participant in 1<sup>st</sup> Islamic Civilization, Science and Technology Coursework Evaluation  
19 – 21 August 2016 • Program Transformasi Negara Pra U Negeri Perlis Siri 2 Anjuran Biro Tatanegara Jabatan Perdana Menteri

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**SKILLS & LANGUAGES**

• Microsoft Office : Advanced  
• Adobe Photoshop : Intermediate  
• Bahasa Melayu : Excellent  
• English : Good  
• Mandarin : Fair

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**REFERENCES**

**Pn. Nurul Syuhada Marzuki**

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Senior Lecture  
Tel: +60135364262  
[labanihuda@uitm.edu.my](mailto:labanihuda@uitm.edu.my)

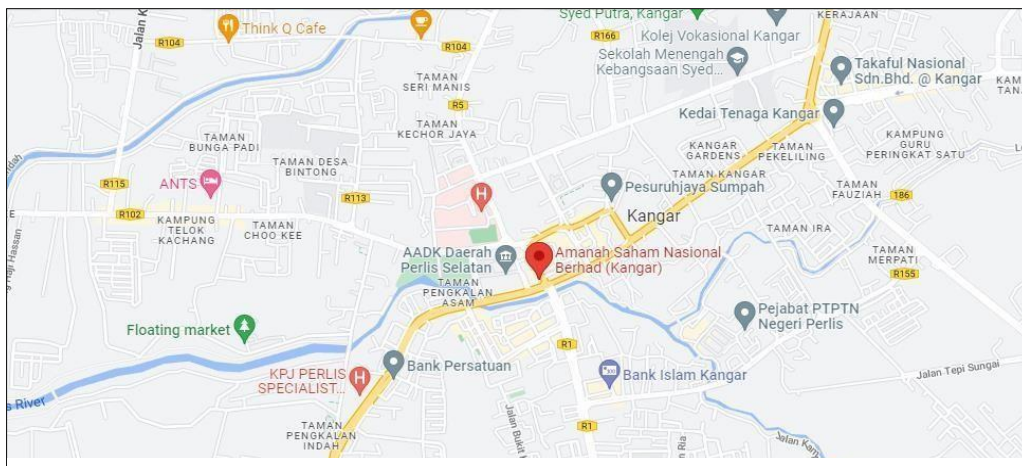
## Part 3: Company's Profile

### 3.1 Company's background



*Figure 3.1.1 Logo of Amanah Saham Nasional Berhad*

I have chosen Amanah Saham Nasional Berhad (Kangar) company to do my industrial training for six months. My industrial training at Amanah Saham Nasional Berhad start at 28<sup>th</sup> August 2022 to 10<sup>th</sup> February 2023.



*Figure 3.1.2 Amanah Saham Nasional Berhad, Kangar Perlis*

Amanah Saham Nasional Berhad (ASNAB) Kangar is located in the middle state of Perlis Indera Kayangan. The address is Lot 7, Jalan Indera Kayangan, Pusat Bandar Kangar, 01000 Kangar, Perlis, Malaysia. The operation hours of ASNAB Kangar are from Monday to Friday, 8:15 AM until 4.00 PM.

## **3.2 Vision, Mission, Objective**

### **Vision**

To be a Distinctive World Class Investment House.

### **Mission**

To enhance the economic wealth of the Bumiputera community and all Malaysians, for the prosperity of the nation.

### **Goals**

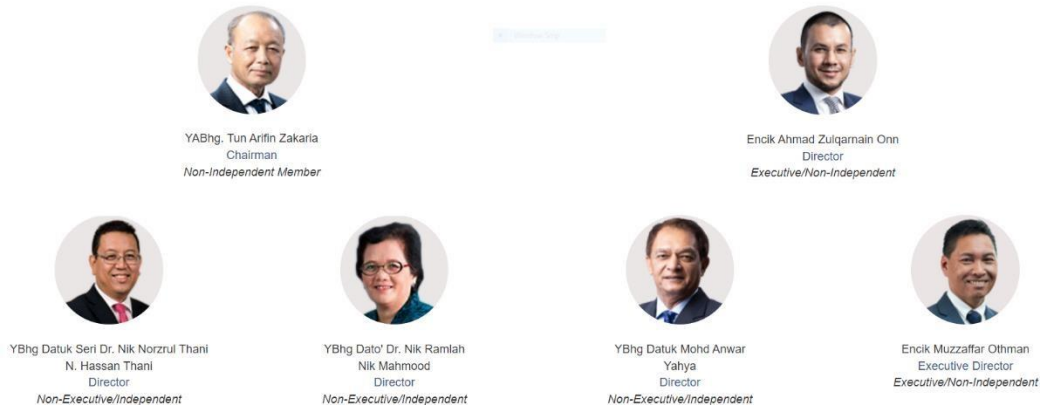
- Continuing our diversification efforts across all asset classes and geographies.
- Increasing the value of our strategic and core companies
- Enhancing our approach to risk management and undertaking key initiatives to establish a strong risk culture.
- Improving our core systems and enhancing services to unit holders through accelerated digital initiatives.



### 3.3 Organizational chart

#### a) ASNB Headquarters

#### BOARD OF DIRECTORS



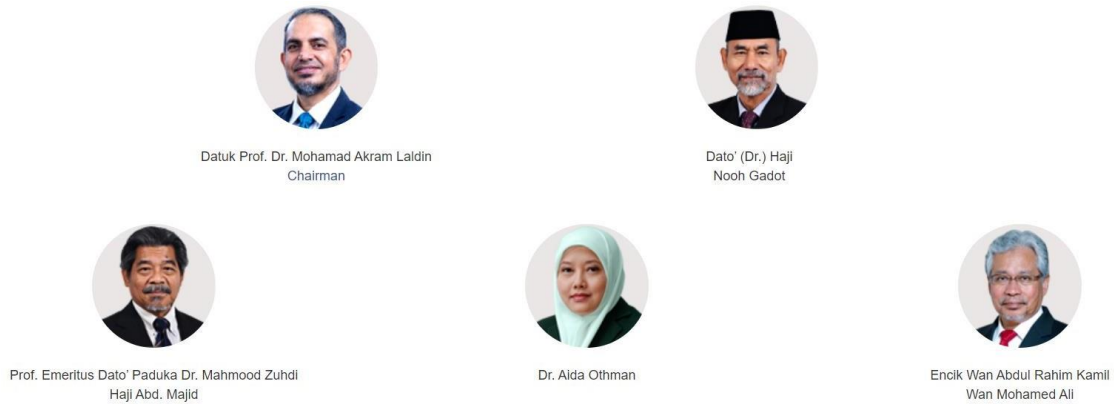
**Figure 3.3.1 Board of Directors**

#### PNB SHARIAH ADVISORY PANEL



**Figure 3.3.2 PNB Shariah Advisory Panel**

## THE SHARIAH FOR ASNB ISLAMIC FUNDS



*Figure 3.3.3 The Shariah for ASNB Islamic Funds*

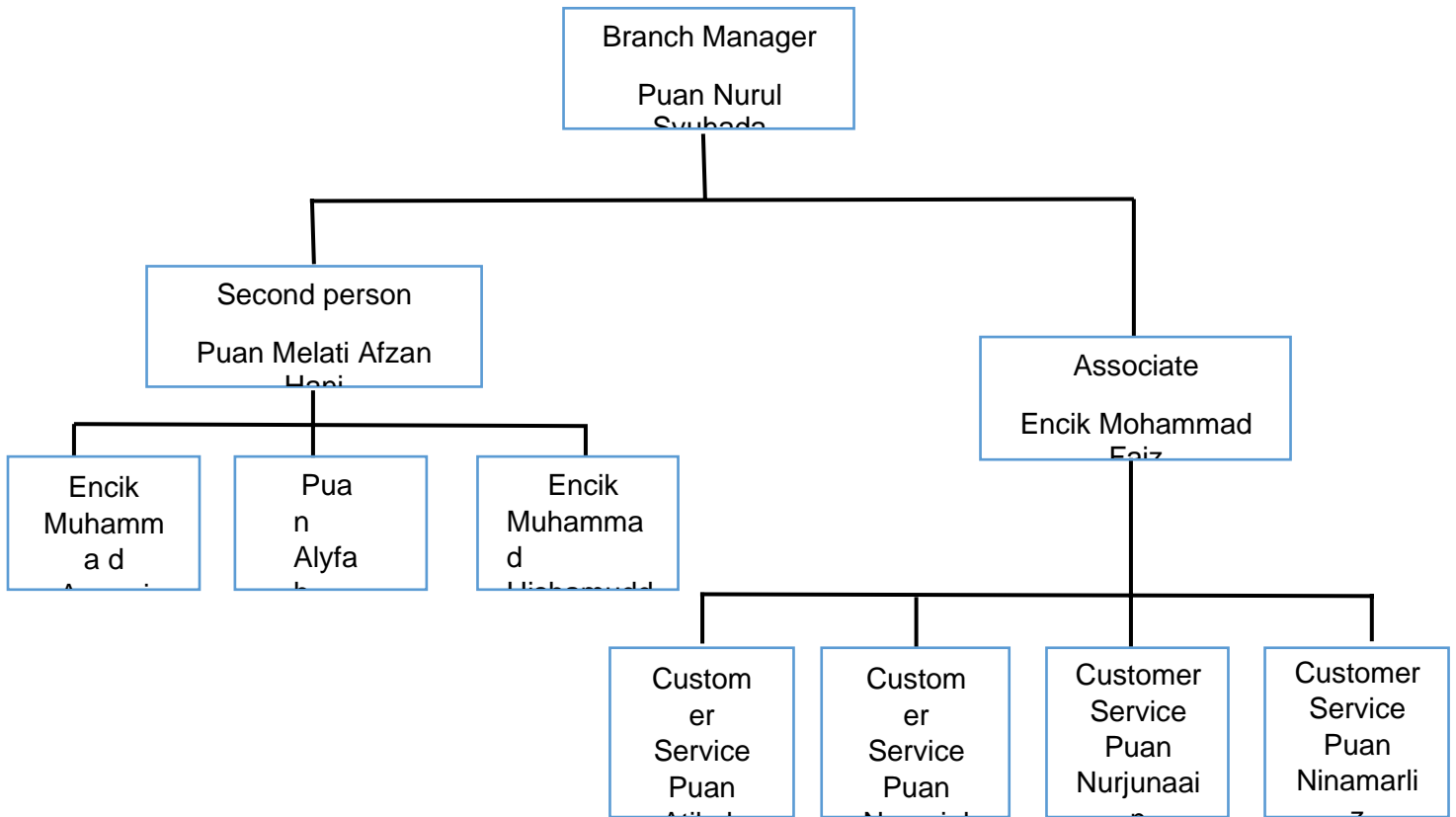
## THE MANAGEMENT



*Figure 3.3.4 The Management*



b) ASNB Kangar Branch



*Figure 3.3.5 ASNB Kangar Branch Organization Chart*

### 3.4 Products

#### 3.4.1 Fixed price funds

For Bumiputera and Malaysians, ASNB provides six fixed-price funds or products, which are divided into two categories: There are three Amanah Saham Bumiputera products: ASB, ASB2, and DIKIT for Bumiputera, and ASM, ASM2-WAWASAN, and ASM-3 for Malaysians. For Bumiputera, there are three Amanah Saham Bumiputera products (ASM 3). These funds are sold at a set price of RM1 per unit.

- Amanah Saham Bumiputera (ASB)



*Figure 3.4.1.1 Amananah Saham Bumiputera (ASB)*

ASB is one among the sources of revenue for Bumiputera. This item was released on January 2, 1990. ASB is appropriate for investors who understand investing risk and return and who anticipate long- term growth of ASB through reinvestment of distributions (if any) as well as regular income (if any) on their capital. The fund's purpose is to create long-term, consistent, and competitive returns for unit holders, while preserving capital at a low risk tolerance level. The maximum amount that may be invested in ASB is 200,000 units.

- Amanah Saham Bumiputera 2 (ASB 2)



*Figure 3.4.1.2 Amanah Saham Bumiputera 2 (ASB 2)*

ASB 2 was a new fund for Bumiputera that was introduced on 2 April 2014 with the purpose of delivering a consistent income stream while maintaining the investment capital of unit holders through a diversified asset portfolio. This product is appropriate for investors that comprehend investing risk and return and are seeking a fund with an annual yield potential exceeding the average 5-year MGS yield. The maximum amount that may be invested in this fund is 200,000 units.

- Amanah Saham Bumiputera 3-Didik (ASB 3 Didik)



*Figure 3.4.1.3 Amananah Saham Bumiputera 3 Didik (ASB 3 Didik)*

On April 20, 2001, this fund was formed with the goal of providing Bumiputera investors with a realistic long-term growth and return chance. This investment is best suited to those who are aware of the risks and rewards of investing and are looking for long-term growth of their money, which may be used to pay for the education of the investors and their families. If units of the fund are still available, you can invest an unlimited sum.

- Amanah Saham Malaysia (ASM)



*Figure 3.4.1.4 Amananah Saham Malaysia (ASM)*

Bumiputera and non-Bumiputera investors alike can invest in Amanah Saham Malaysia. It was created on April 20th, 2000, with the goal of providing long-term investors with a diverse portfolio of assets that produces regular and competitive returns. Investment risk and return should be taken into consideration by individuals who expect long-term growth of the Fund through reinvestment (if any) and regular income, if any, on their money in this fund. The greatest amount of money that may be invested in ASM is

infinite, provided that the funds are available.

- Amanah Saham Malaysia 2-Wawasan (ASM 2 Wawasan)



*Figure 3.4.1.5 Amananah Saham Malaysia 2 Wawasan (ASM 2 Wawasan)*

Founded on August 28th, 1996, *Amanah Saham 2-Wawasan* aims to provide investors with a suitable amount of regular distribution income through investments in a pre-selected portfolio of legally permitted assets. Investors that understand investing risk and return and expect long-term growth of the Fund through re-investment of dividend (if any) as well as regular income (if any) on their capital are the best match for this investment vehicle. The greatest amount of money that may be invested in ASM 2 is infinite, based on the availability of finances.

- Amanah Saham Malaysia 3 (ASM 3)



*Figure 3.4.1.6 Amanah Saham Malaysia 3 (ASM 3)*

Amanah Saham Malaysia 3 started out as Amanah Saham 1 Malaysia when it began on August 5, 2009. Its goal is to give investors a steady stream of income while keeping their investment capital safe over a long period of time. This is done through a diversified portfolio of investments. Those who should invest in this fund are those who understand the risks and rewards of investing, have a medium- to long- term investment horizon, and get regular income from their investments, if any. The most you can invest in ASM 3 is also unlimited, as long as there are enough units of the funds.



### 3.4.2 Variable price funds

The variable pricing funds are valued based on their Net Asset Value (NAV). The value of Variable Price Funds will change in response to market movement. That is, these funds. significant risk in comparison to fixed-income funds Fees for variable pricing funds range from 1.75 percent to 5 percent, depending on the channel of purchase. ASNB offers the following variable price funds: Amanah Saham Nasional (ASN), ASN Equity 2, ASN Equity 3, ASN Equity 5, ASN Equity Global, ASN Imbang 1, ASN Imbang 2, ASN Imbang 3 Global, ASN Sara 1 and ASN Sara 2.

- Amanah Saham Nasional (ASN)



*Figure 3.4.2.1 Amananah Saham Nasional (ASN)*

Investment in a broad portfolio of assets has been the primary goal of ASN from its inception on April 20, 1981, when it was formed in the variable-price category. It is best suited for investors who are aware of the dangers and benefits of investing and are looking for long-term wealth gains. Amanah Saham Nasional Equity 2 (ASN Equity 2).

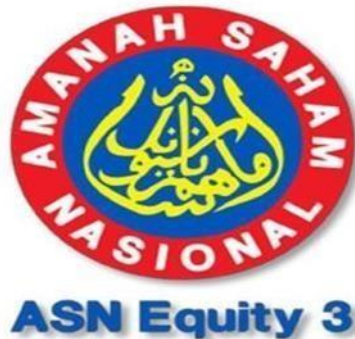
- Amanah Saham Nasional Equity 2 (ASN Equity 2)



**Figure 3.4.2.2** Amananah Saham Nasional Equity 2 (ASN Equity 2)

ASN Equity 2 was launched on June 9th, 1999, with the goal of providing unit holders with a reasonable dividend yield and capital appreciation while maintaining an acceptable level of risk through investments made in accordance with the Deed, the Guidelines, and securities law in a diversified portfolio of securities, primarily in Malaysian equity security. Medium to long-term growth of money is sought after by investors who are familiar with the risks and benefits of investing.

- Amanah Saham Nasional Equity 3 (ASN Equity 3)



**Figure 3.4.2.3** Amananah Saham Nasional Equity 3 (ASN Equity 3)

Founded on March 17, 2003, the goal of the fund is to offer investors with long-term growth and returns that fulfil the urgent liquidity needs of Unit holders and or their dependent children so that they may continue to pay for the medical care they need. A long-term growth of money and the ability to budget for future medical bills are two of the most important reasons to invest in this fund.

- Amanah Saham Nasional Equity 5 (ASN Equity 5)



*Figure 3.4.2.4 Amanah Saham Nasional Equity 5 (ASN Equity 5)*

Established on September 24th, 2018, this fund seeks to offer Unit Holders with investment opportunities that provide an acceptable amount of capital gain and income distribution. It's a good fit for risk-averse investors who want to gain a return on their investments while also being aware of the hazards involved.

- Amanah Saham Nasional Imbang 1 (ASN Imbang 1)



*Figure 3.4.2.5 Amanah Saham Nasional Imbang 1 (ASN Imbang 1)*

ASN Imbang 1 was created on October 16th, 2001, with the goal of generating medium- to long- term capital growth through a well-balanced investment portfolio and the reinvestment of distributions, if any were made. It's a good option for investors who know the ins and outs of investing and are looking for steady capital growth over the medium to long term.

- Amanah Saham Nasional Imbang 2 (ASN Imbang 2)



*Figure 3.4.2.6 Amananah Saham Nasional Imbang 2 (ASN Imbang 2)*

In order to meet some or all of the unitholders' periodic liquidity needs, this product was launched on March 17th, 2003, with the goal of providing an investment opportunity that generates reasonable long-term growth and returns in order to meet the financial planning needs for education of the unitholders and their children and/or charges. It is ideal for investors who are aware of the risks and benefits of investments and are looking for long-term capital growth and to prepare for their educational expenses.

- Amanah Saham Nasional Imbang 3 Global (ASN Imbang 3 Global)



### **ASN Imbang 3 Global**

*Figure 3.4.2.7 Amananah Saham Nasional Imbang 3 Global (ASN Imbang 3 Global)*

As of September 16, 2020, a new fund, ASN Imbang 3 Global, had been established. Unit Holders of this fund can expect to see a respectable amount of capital appreciation while also receiving a regular income from investments in a well-balanced portfolio. A moderate risk tolerance, a preference for income and liquidity, and an understanding of the dangers of investing are all factors that make this fund appropriate for investors.

- Amanah Saham Nasional Sara 1 (ASN Sara 1)



*Figure 3.4.2.8 Amananah Saham Nasional Sara 1 (ASN Sara 1)*

Investment opportunity that provides appropriate long-term growth and returns; and predictable income stream to help unit holders and/or their children or charges satisfy some or all of their retirement requirements were the goals of ASN Sara 1, established March 17, 2003. Those who are aware of the risks and benefits of investments and are looking for long-term capital gains and financial security in retirement are the target audience for this product.

- Amanah Saham Nasional Sara 2 (ASN Sara 2)



*Figure 3.4.2.9 Amananah Saham Nasional Sara 2 (ASN Sara 2)*

The fund was established on September 24, 2018, with the goal of providing investors with liquidity and a consistent income stream, as well as the possibility for long-term capital development. This product is suited for conservative and risk-averse individuals who understand investing risk and have a preference for income and liquidity.



- Amanah Saham Nasional Equity Global (ASN Equity Global)



*Figure 3.4.2.10 Amananah Saham Nasional Equity Global (ASN Equity Global)*

ASNB introduced ASN Equity Global, a new fund, on September 1, 2021. This fund's goal is to offer investors with capital growth prospects by investing in securities mainly in the global stock market. ASN Equity Worldwide is appropriate for high-risk investors who desire capital appreciation and investments with global exposure. Investors must comprehend the risks and returns profile of participating in the domestic and global capital markets.

- Amanah Saham Nasional Sukuk



*Figure 3.4.2.11 Amananah Saham Nasional Sukuk (ASN Sukuk)*

ASN Sukuk was created on 25 November 2022, with the goal to offer investors the options for capital growth and a steady income stream through investments primarily in a portfolio of sukuk/debt instruments and other liquid assets. The fund invests in a portfolio of mostly Islamic debt instruments, such as Malaysian-issued sukuk with RM as the unit of currency, in order to generate income and capital growth.

### 3.5 Services

#### a) Registration

The first service provided by ASNB is the creation of an ASNB account. Customers may open a primary and secondary account for each investment fund. Registration can be done at the ASNB Main Counter in Kuala Lumpur, ASNB branches, or ASNB agents. Account registration only costs RM 10 when customers bring up the necessary documents, including an original and a copy of their MyKad, MyKid, or birth certificate. Customers can also use their MyKad, and MyKid to open their account at kiosk machine and make the payment by using the debit card. The ASNB's official mobile app for online transactions, MyASNB, allows investors to open an account as well. It is easy to install applications from the Play Store or the App Store.

#### b) Subscription

ASNB provided an investing service subscription for investors who wished to make an additional investment to their account. Unit holders or registered guardians of funds may invest at the ASNB Main Counter Kuala Lumpur, ASNB branches, or ASNB agents with the necessary documentation and papers. The subscription fee may be paid with cash, a debit card, or a bank cheque. The daily maximum for all ASNB unit trusts, including third-party supplemental investments, is RM 25,000. The cash application will be handled immediately. Furthermore, additional debit card investments are limited to RM 30,000 per day, in accordance with the debit card cap for investors. After that, there are no restrictions on using a banker's cheque to invest, but this can only be done at ASNB branches. Additionally, ASNB unit holders can increase their investment through salary deduction scheme and EPF member investment programmes without having to go to an ASNB office or agent. Moreover, investors may use internet banking to make additional ASNB agent investments through Maybank2u or CIMB Clicks. Further, investors can make a free investment by using the MyASNB programme.

### c) Redemption

ASNB offered investment redemption for monies removed from a unit holder's or registered guardian account. It may be obtained through the ASNB Main Counter in Kuala Lumpur, as well as via ASNB branches and agents. The identification card, MyKad, of the registered guardian or unit holder may be used to redeem. Third-party redemption apps are not permitted. There is a daily cash redemption cap of RM 10,000 per person for all ASNB unit trusts, including third-party supplementary investments. Additionally, there are no limitations on redemption from ASNB accounts to the bank accounts of unit holders. The ASNB branches and the ASNB Main Counter in Kuala Lumpur both offer certificate redemption and EPF investing options. Also available through the MyASNB programme is the ability for investors to withdraw money from their bank accounts. There is a monthly redemption cap of RM 2,000 using the service, which is regrettably necessary to protect the account from scammers.

### d) Transfer and Switching

The new transfer and switching services don't require subscription or redemption transactions to be used. The number of transfers and swaps that may be made at ASNB branches and agents is not limited. A single unit holder has two separate funds in a switch, whereas two different unit holders have the same fund in a transfer. Only money transfers with variable prices are subject to the service charge, which is RM 15 in person at ASNB offices and agents and RM 5 online. In addition, the NAV at the time of the application governs the transfer or switch of variable pricing funds.

#### e) Estate Planning

As part of its estate planning services, ASNB provides the Hibah Amanah for Muslims and the Declaration of Trust (Pengisytiharaan Amanah) for non-Muslims. The concept of hibah and trust are applied to estate management for Muslim Malaysian Unit Holders via ASNB's hibah amanah service. The Hibah Donee shall receive the unit trust interests in ASNB after the Unit Holder passes away. As for trust declarations or Pengisytiharan Amanah, it incorporates the concepts of a trust in which the investments made in unit trusts will be maintained by ASNB and given directly to the designated beneficiaries upon the death of the unit holder. Some of advantages estate planning are competitive service fees and letter of administration or grant of probate is not required.

#### f) Estate claim

Investors may make estate claims to reclaim the value of an ASNB unit trust fund that belonged to a deceased unit holder. The deceased and beneficiaries of estate claims must be verified via ASNB branches. Amanah Raya Berhad is required for investments over RM 10,000, however those under RM 10,000 can make them directly at ASNB branches. The Hibah Amanah and Pengisytiharan Amanah exceptions to this law allow the beneficiary of a deceased unit holder with an investment totaling more than RM10,000 to retrieve the money through estate planning. After the estate claim is resolved, the funds will be sent to the beneficiary's ASNB account in three weeks.

#### g) Wakaf

The instrument of Wakaf is one of Islamic law regarding the life of society as acts of worship *ijtima'iyah* which is working for community interests to devote Allah SWT (Rusydiana & al Farisi, 2016). ASNB unit holders can ensure that their contributions to their ASNB unit trust investments will continue by using Wakaf ASNB. It is founded on the concepts of wakaf and investing. Only the profits from this investment will be used to fund national wakaf programmes that seek to better the community and ummah. The wakaf fund of unit holders will remain the primary investment.



## **Part 4: Training's Reflection**

### **4.1 Training's Duration**

This practical training aims to expose students like us the actual workplaces so that we can learn from them and gain experience. In addition, the organization to which we were connected allowed us to put the theory and soft skills that we had learned in class into practice. Additionally, this instruction makes graduates better ready to enter the workforce. I was provided practical training at Amanah Saham Nasional Berhad (ASNB) in Kangar, Perlis. The duration of my practical training was roughly six months, from August 28 to February 10, 2023. I worked for 5 days a week and my working hours start at 8.00 am to 5.00 pm while the business operation hours start from 8.15 am to 4.00 pm.

### **4.2 Training's Details**

I have assigned in customer and channel management department for the whole 6 months at the ASNB Kangar branch. My responsibility is to assist customer to open up an account by using the kiosk machine or fill in the registration form, fill up the subscription or redemption form.

Other than that, I help the staff with the registration for Hibah Amanah and Declaration of Trust by using the AEMS system and I got to interact with the customer throughout the registration and explain again about the Hibah Amanah and Declaration of Trust. Apart from that, I've checked and processed the estate claims form and document which is I need to identified the detail of the document such as death certificate, birth/marriage certificate, identification card and letter of instruction. Further, I've promote about wakaf and explain to the customer the concept of wakaf ASNB and I managed to get 3 customer to make the wakaf ASNB with RM3, 000 sales.

Additionally, I assist in other services such as application of Detailed Statement for loan and attorney letter purpose, change of particulars, zakat calculation and assist and guide customer to register the myASNB apps online account and explain to them about the features and how the apps works. There is also kiosk machine installed at the branch with total of 5 kiosk machines where my responsibility is to help the customer to check their account balance and the income distribution and bonus, open up their account, transfer and switching, update personal information and myASNB registration.

### **4.3 Training's Gains**

I've performed administrative tasks while working as a customer service at the front desk, where I acquired the ability to create new documents. I learned how to use a coin counter and computer functions like registering customer documents (Hibah and Pengistiharan Amanah) from the staff. I am also proficient in marketing activities, such as contacting customer to promote Hibah and Pengistiharan Amanah and also promoting about wakaf and handing them a brochure. Other than that, I've advised many customer regarding the opening of account and which product should that choose based on their portfolio and knowledge about unit trust and investment. Apart from that, I also went to other places during the training such as Maybank, Bank Rakyat, Hospital Tuanku Fauziah, The Putra Regency Hotel and Wat Boonyaram to promote the ASNB products and services to the customer.

All of this knowledge is priceless, and I won't be able to acquire it while I'm in class. I also learned new information about ASNB's products, which include a fixed-price fund and a variable-price fund, as a result of my internship with ASNB. I now have more confidence and communication skills to assist customers with their transactions, describe the basic characteristics of products to customers, and help them with extra services such account registration and an explanation of Hibah, Pengistiharan Amanah and wakaf. Additionally, I can work under pressure where I can deal with different types of customers from young to old and I can control my emotions and speech to deal with them. I am extremely grateful for the chance to complete my internship programme with a major company like ASNB.

## Part 5: Analysis

### 5.1 PESTEL Analysis

In its enlarged form, the acronym PESTLE stands for Political, Economic, Social, Technological, Legal, and Environmental. This concept is used as a tool by companies to track the environment they're operating in or are planning to launch a new products or services. Notably, these two techniques are often used together, for example, a SWOT/PESTEL analysis has been used for researching the management of water resources (Srdjevic et al., 2012)

Political	Backed by Government.
Economic	<ul style="list-style-type: none"><li>• Instability in economy.</li><li>• War crisis Ukraine – Russia.</li></ul>
Social	Limitation of quota for ASNB products because increase in population.
Technological	Awareness among the users about the application and website provided.
Legal	Shariah – products and services.
Environment	Decrease the using of paper and documents.

## 5.2 SWOT Analysis



## **Part 6: Discussion & Recommendation**

### **6.1 Strengths**

#### **6.1.1 Diversified and Unique Portfolio of Investment**

Amanah Saham Nasional Berhad (ASNB), one of Permodalan Nasional Berhad's (PNB) fully owned subsidiaries, is a unit trust business. After dominating the Malaysian market for many years, ASNB has bravely provided its customers a unique and broad investment portfolio made up of 17-unit trust instruments. Six fixed-price funds or products are offered by ASNB and are divided into two groups which are Bumiputera and Malaysian. Amanah Saham Bumiputera (ASB), Amanah Saham Bumiputera 2 (ASB2), and Amanah Saham Bumiputera 3 (Didik) are products for Bumiputera, while Amanah Saham Malaysia (ASM), Amanah Saham Malaysia 2 Wawasan (ASM 2 Wawasan) and Amanah Saham Malaysia 3 (ASM 3) are products for Malaysians. However, ASNB also provides its customers a number of variable price unit trust funds, such as ASN, ASN Equity 2, ASN Equity 3, ASN Equity 5, ASN Sara 1, ASN Sara 2, ASN Imbang 1, ASN Imbang 2, ASN Imbang 3, ASN Equity Global, and their recently launched variable price funds product, ASN Sukuk. According to ASB's investment strategy, it would invest in a variety of asset classes, primarily equities listed on the Bursa Malaysia, unlisted securities, fixed income, and money market instruments (Khezrian, 2022). Comparatively speaking, ASNB is able to expand more and offers a comprehensive and distinctive offering of investment products.

#### **Recommendation**

Due to the fact that ASNB's current maximum investment is only 200,000 units, I recommend that they raise it. In my experience, some customers claimed that adding an additional account, such as ASB 2, would be inconvenient for them. When their ASB reaches RM200, 000, they are unable to make further investments in that account and are forced to open a new one, designated ASB 2, because the dividend rates on these two accounts differ.

### **6.1.2 Consistency of Performance**

Establishment of and compliance with a formal work process is characterised as a consistent procedure. In the meantime, ASNB has been able to offer well-known products and services to customers while adhering to all essential market requirements across all Malaysian nations. The products and services offered by ASNB are guaranteed to satisfy customers. Because of ASNB's consistent and dependable performance, they are able to assure their consumers of a solid and consistent return on their investment while using their products. Because of their consistent performance over the years, ASNB products are adored and revered by a large number of consumers. When customers invest in ASNB, they can choose between short-term and long-term growth. As of right now, ASNB accepts customers with low, moderate, and high levels of risk. Additionally, ASNB Kangar promotes a positive working connection between the company and its customers, which could be useful to both parties. Being competitive, according to Vargas- 26 Hernández, José, and Moreno (2018), may be done through treating consumers well and providing excellent customer service. Since ASNB oversees a unit trust investment until a unit holder's death, at which point the money is distributed to chosen beneficiaries, one of ASNB's estate planning services entails a long-term relationship with unit holders. The removal of the need for various paperwork and formalities would make it easier for beneficiaries to access the dead investor's remaining cash.

#### **Recommendation**

The customer lifetime value for ASNB Kangar must be raised. Customers who are happy with our services develop a stronger bond with us and are more likely to make future purchases that are bigger and more frequent. Since maintaining a company's customers' loyalty is impossible without them, customer satisfaction is crucial. According to Aboelhamd et al. (2020), CLV is one of the most reliable indicators indirect marketing for measuring the profitability of customers. In order to maximise customer lifetime value and improve the customer experience, ASNB must therefore optimise their customer service. Customers will use at least three different communication channels, so businesses need to be present on various social media platforms. The customer may therefore anticipate receiving a prompt response to their questions, requests, and complaints within

24 hours. Another choice is to reward loyal unit holders with a present. Rewarding devoted customers will increase their retention and long-term satisfaction.

## **6.2 Weaknesses**

### **6.2.1 Lack of Manpower**

The lack of workers in this industry is a problem that needs to be taken seriously because it can slow down construction projects (Othman, n.d.). The staff shortage is one of the toughest issues Amanah Saham Nasional Berhad (ASNB) must cope with as it expands. This may have an impact on the business' performance and customer relations. Due to the inverse connection between personnel and productivity, the relationship between ASNB projects and employees is crucial. However, due to a lack of staff, ASNB is unable to complete its organisational and operational structure-related tasks. Low productivity also results in lower revenue and profit, which may make it hard for the business to continue operating. Due to a lack of staff, ASNB is unable to keep its promises to customers regarding production and delivery. They won't be able to develop and maintain strong customer relationships in the future. Their sales may decline as a result and worsen.

### **Recommendation**

ASNB should enhance the recruiting process. More than ever, ASNB must make sure that new hires receive training program. During this time, it will be crucial to maintain the organization's visibility through effective job board postings and social media. For the purpose of achieving the goal, ASNB should hire staff for the marketing division. The company's income would increase, so even if they had to raise costs, it would be worthwhile. Staff is an important asset for any organisation, with most organisations spending significant amounts of resources on staff hiring, management, and development (Hinkin & Tracey, 2000)

## **6.2.2 Unfavourable Condition of Technology**

Nowadays, most customers prefer to perform business online because it is more convenient, whether they are subscribing or redeeming products. As a result, they desire simple access to ASNB's web application so that they can pay other parties. The unreliability of the internet services provided to its customers will seriously hurt ASNB. Amanah Saham Nasional Berhad's (ASNB) technology, in particular their web application known as myASNB, is frequently faulty and takes a very long time to fix. This will irritate customers, especially those who are hurried and irritable. One of its drawbacks is the current state of technology because there is such a high demand from consumers for technological things.

### **Recommendation**

First and foremost, ASNB needs to update and fix their system so that their application, myASNB, runs without any lag or security issues. Because customers these days avoid leaving the house and keep a social distance from crowded places. Therefore, they will perform transactions such as subscriptions or redemptions using myASNB. It needs to be fixed because the application is constantly undergoing maintenance. It might be the reason why the myASNB service is down.

## **6.3 Opportunities**

### **6.3.1 Provide a Training and Skills to Intern and G.E.T (Graduate Executive Trainee)**

PNB has a programme called Graduate Executive Trainee (PNB GET) that aims to assist Malaysian graduates (local or foreign) who are still jobless in improving their employability and marketability by giving them appropriate skills, knowledge, and work experience throughout the training process, increasing their chances of advancing their career in the future. Regarding the intern, PNB provides opportunities for highly motivated and skilled Malaysian graduates enrolled in diploma or undergraduate programmes at any accredited public or private institutions in any relevant subjects to complete an internship for at least two (2) months. These opportunities allow graduates to gain practical experience in a variety of industries.



## **Recommendation**

The ASNB Kangar must seize this chance by providing its staff members and newcomers, such as interns and G.E.T, with an efficient training. Training and development not only enhance knowledge, skills, and attitudes, but it also offers several other benefits which are increase employees' morale, confidence, and motivations (Nassazi, 2013) by (Jehanzeb & Bashir, 2013) also states that training and development programs improve individuals' skills and abilities. Employees of a firm can be identified as a source of success. As a result, in order to succeed, employers need to train their staff. The company benefits more from effective staff training when it occurs at the right moment thanks to an increase in knowledge, productivity, loyalty, and contribution.

### **6.3.2 Increase Awareness through the use of the myASNB app**

ASNB does not offer services like bank cards, which let you access cash at any time via an ATM. As a result, it can be challenging for unit owners to visit branches and wait around for a long time to accomplish tasks like subscriptions and redemptions, especially for senior folks. Customer will have access to the myASNB mobile app, an online service created by ASNB, in the early months of 2019. Owners of unit trusts can use the myASNB mobile app to check their ASNB investment portfolio on their mobile devices and initiate new transactions. Customers can view their ASNB investment portfolio on their mobile device or tablet and add to their portfolio at anytime, anywhere with the myASNB Mobile App. But during the Covid-19 outbreak, ASNB recognised a chance to boost customer satisfaction by launching a withdrawal (redemption) service in April 2020 that would let customer simply redeem their investment. Sadly, unit owners are not familiar with the myASNB applications. They were unaware of how user-friendly and straightforward myASNB is for them. The myASNB app, which enables unit holders to easily complete transactions, is widely promoted by ASNB Kangar. Banks that offer mobile banking must notify customers of its availability and describe how it differs from other products offered by the bank or rivals in order to persuade them to utilise it. Customers are informed about the novel technology or product. Through an advertising effort, they can educate the consumer.

## **Recommendation**

By spreading the information through various channels, awareness will be raised. Advertise, for instance, on the ATM and branch screens. Customers who frequently see information are more likely to remember it. This will increase the number of people who invest in ASNB in the future and improve financial literacy, especially among the younger population. Mobile devices and desktops have increasingly become instruments that clients use to pay for goods and services via e-banking (Zhang et al., 2018). The internet and technology advancements have altered how financial services are provided and consumed (Malaquias and Hwang, 2019).

## **6.4 Threats**

### **6.4.1 Instability in Economy**

The first Movement Control Order (MCO) had the biggest negative economic impact on Malaysia, and its consequences will almost certainly hurt businesses that are already trying to avoid bankruptcy. The COVID-19 outbreak has already had a significant negative economic impact on Malaysia, with the value of the Malaysian ringgit (MYR) falling and the nation's revenue falling. Whatever the issue, it will have an effect on the price of ASNB products, particularly those with variable prices where the price keeps going down, and customers will become less trusting of ASNB products as a result of an excessive reliance on short-term funding sources. Other depositors who no longer have faith in the company might rush to take their money out. This further reduces the company's ability to provide capital, leading to a firm run. Because the fund's realised gain is based on market and economic conditions, the rate of income distribution is subject to change and is not guaranteed. There's a chance that ASB won't realise enough realised gain to share with unit holders in the event of a severe market and economic downturn.

## **Recommendation**

To deliver the desired return to customers, ASNB must pay particular attention to unobservable risk variables. Investor variable unit trust funds are monitored by ASNB as part of their service. As they did not want to lose a customer who trusted them with their unit trust fund, they needed to give this situation their full attention during an unstable economic period.

## **6.4.2 Increase in Competitors**

It is crucial for managers to understand customer expectations and satisfaction levels in order to gain a competitive edge in the market in today's corporate environment. Growing competition is one of the environmental factors that has been proved to have an impact on a person's purchasing power and is referred to as a long-term preference for a company's goods and services over those offered by competitors. Due to the fierce competition from organisations like Employee Provident Fund (EPF), competition is increased. The highest percentages announced by the Employee Provident Fund (EPF) during the pandemic were 6.1% for conventional banking and 5.65% for shariah banking. According to Tabung Haji, the dividend for the previous year after zakat was deducted was 3.1%. Due to more competitors and higher dividends, customers seek to change their investing approach.

### **Recommendation**

ASNB must invest in areas where they believe they may generate significant and high revenue. They should first research the business in which they plan to invest. Analyze the company's performance report, for instance, to see if it may provide a larger return or profit. The promotion of ASNB's products should be extensively disseminated as well in order to draw investors to the company. In terms of promotion, ASNB must outperform other investment companies by offering a high dividend, a higher return on investment, rewards, and other incentives. In addition, ASNB also should introduce customer relation management (CRM) quality in company that will improve their levels of customer loyalty which eventually leads to more customers (Javed & Cheema, 2017).

## **Part 7: Conclusion**

Overall, I found the internship to be a great worthwhile experience, and I think that all students should participate in it before they graduate. For each intern, it enhances and broadens their knowledge, skills, and abilities. I can say with confidence that I now have a far better understanding of the working world. It was a beautiful event that provided me with new information that would be useful to me in the future. Anyone looking for an internship might consider ASNB as a great investing organisation. This is because the company provides interns with a variety of incentives and benefits, including an allowance. Many people with varied backgrounds and occupations taught me a lot.

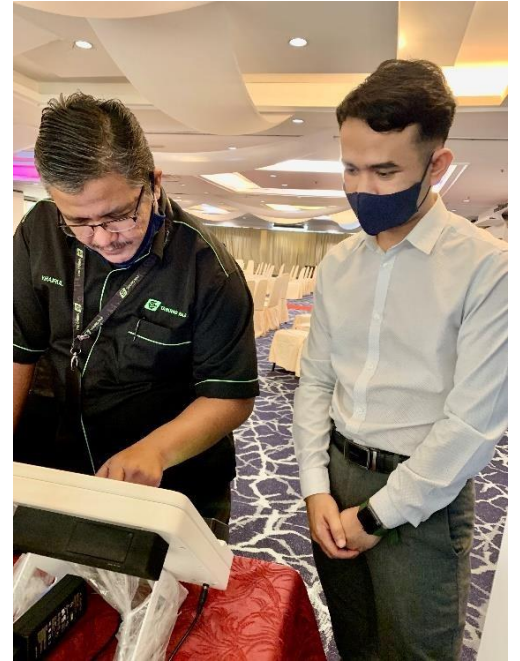
In order to perform successfully on the task at hand, I believe there are several areas of my performance that I need to enhance. To effectively represent the company, I must feel comfortable talking to customers. I appreciate the guidance given to me by the staff during my internship to assist me improve my weaknesses. I will be able to communicate with consumers efficiently and confidently by the end of my internship. I also gained the ability to be self-sufficient, which means I can now complete any task without the assistance of other people. I feel that a six-month internship is not long enough for me to learn about the field and gain practical experience.

I sincerely hope that a new practical student will seize this invaluable opportunity to gain a variety of facts and knowledge that they might not have studied in school but have faced in real-life situations in order to become a knowledgeable new graduate in the future.

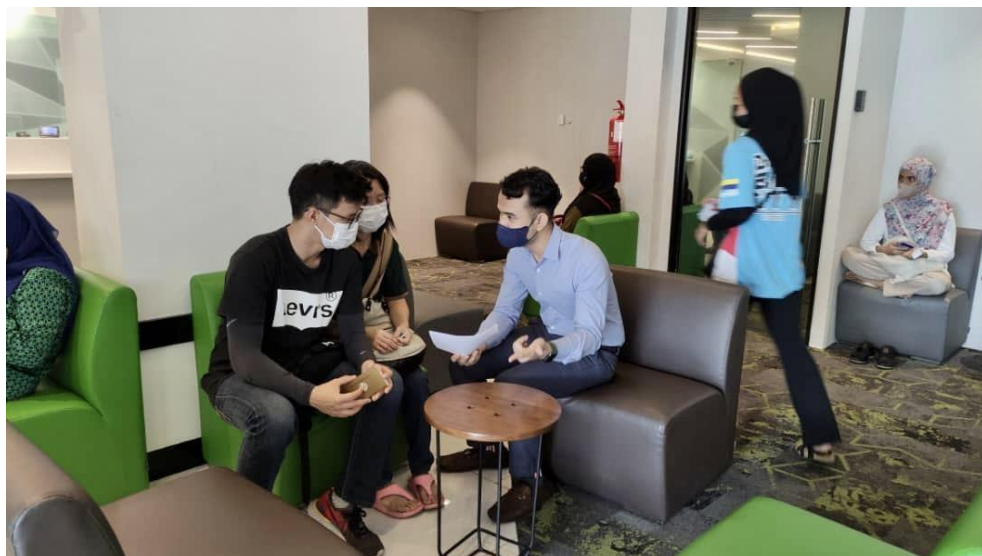
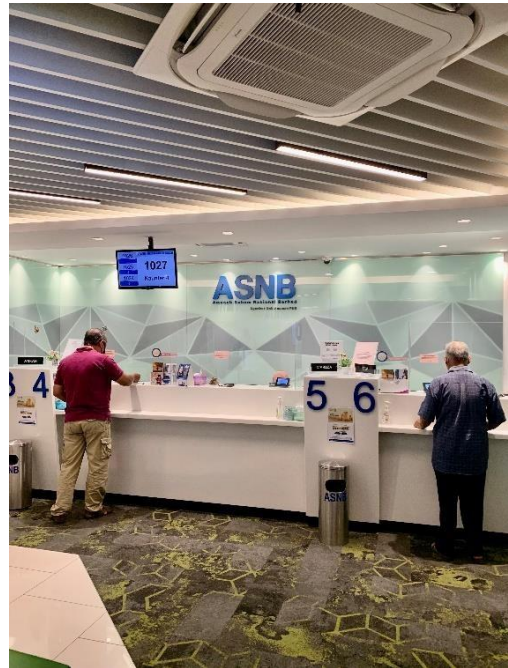
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## Part 9: Appendices







# Internship Report

*by* Mohammad Nur Fikry Bin Ahmad Ilias

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**Submission date:** 29-Jan-2023 07:02PM (UTC-0900)

**Submission ID:** 2002132682

**File name:** Mohammad\_Nur\_Fikry\_Bin\_Ahmad\_Ilias.docx (5.11M)

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