

FINAL REPORT OF INDUSTRIAL TRAINING AT  
AAO PANA INSURANCE BROKER SDN. BHD

PREPARED BY :

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BACHELOR OF MANAGEMENT ( MARITIME )

INDUSTRIAL TRAINING REPORT SUBMITTED TO

MARITIME MANAGEMENT DEPARTMENT  
FACULTY OF MARITIME STUDIES AND MARINE SCIENCE  
KOLEJ UNIVERSITI SAINS DAN TEKNOLOGI MALAYSIA  
( KUSTEM)

2006



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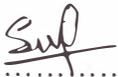
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## DECLARATION

I, Suresh A/L Armugam hereby declare that the report for PGN 4799 is based on my original work except for quotations and citations which have been duly acknowledged. Everything that has been written in this report is from my point of view based on the theory and my observation during the industrial training at AAO PANA Insurance Brokers Sdn Bhd. Faculty of Maritime Studies and Marine Science (FMSM) is not bonded with the contents of this report.

Signature,



Name: Suresh A/L Armugam

Date: 15/11/06

Acknowledged by:



19/11/2006

Supervisor from KUSTEM  
On behalf of Chairman of the Industrial Training  
Faculty of Maritime Studies and Marine Science (FMSM)  
KUSTEM

## ACKNOWLEDGEMENTS

First of all the trainee would like to thank almighty God for giving me the strength and stillness to complete this report although during the process of preparing this report, I faced a lot of challenges and difficulties. Besides that, I would like to thank to some of people who helped the trainee to complete this report excellently.

First and foremost, I would like to thank to my wonderful parents and family who provided moral support and financial aid and thus made the production of this report to be realized from idea into reality. Secondly I would like to thank Associate Professor Dr. Saharudin Dato Abd. Hamid as my industrial training supervisor who provided me with more self-confidence and valuable guidelines in order to complete this report successfully. Without his guidance, assistance, encouragement and patience, it would have been impossible for me to complete this report.

Thirdly I would like to express my appreciation to my industrial training supervisor at AAO PANA Insurance Brokers Sdn Bhd, Mrs. Wan Zakiah Zakaria, the Head of Human Resource Department, AAO PANA Insurance Brokers Sdn Bhd, for encouraging and supporting me while undergoing practical training at there.

Last but not least, I would like to thank others who have not been mentioned above but who have really gave guidance, support and understanding to me in completing this report. Their commitment has enabled me to finish this report successfully on time.

## PREFACE

Industrial training or practical training is an obligatory subject for Bachelor of Management (Maritime) students at University College of Science and Technology Malaysia (KUSTEM). Three months duration as set by Faculty of Maritime Studies and Marine Science (FMSM) must be fully utilized by the students to find knowledge and experience in the maritime and other related fields besides understanding the working life and mastering management skills in order to become dynamic work force in the future upon graduation.

It is highly anticipated that during the industrial training, the students should be involved actively and always try to get to know new insights in the industrial training place. One of most important assignment to industrial training students is to identify working systems of the company. The students are required to identify the issues and problem and then develop solutions for the identified systems. It is highly hoped that the suggestions provided by the industrial training students can help to improve the operations and performance of the organizations where the students are undergoing their industrial training.

Lastly the industrial training also aimed to provide the organizations identify potential candidates to be employed by the organizations. This will help both the organizations and the students. For that matter, the organization can reduce its recruitment cost to find potential candidates should the students are interested to fill the required vacant post in the organization.

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## EXECUTIVE SUMMARY

Strategic Management is essential for the undergraduates of the Faculty Of Maritime Studies and Marine Science of University College of Science And Technology Malaysia (KUSTEM) to go through. This course or PGN 4106 for the Bachelor In Management (Maritime) program is apart of the syllabus and is a requirement for a student to study this subject in order for them to graduate.

This Strategic Management assignment benefits the undergraduates in many ways. It provides untold experience and unlimited knowledge. The main objective of this assignment is to train and expose the undergraduate to practice and apply the theories that have been taught in the lecture room. Furthermore, this assignment offers an opportunity for the undergraduates to develop and enhance their interpersonal skills and put to practice theory obtained from the lectures. Students are given a chance to perform the strategic generating skills in a real corporate world.

As undergraduates of Bachelor in Management (Maritime), the scope of knowledge exposed by doing this assignment is wide and diverse, ranging from internal analysis to the implementation process. The company we have chosen to analyze is AAO PANA Insurance Brokers Sdn Bhd .This company provides services such as consultation, advice, auditing and other technical activity related to insurance broking industry.