



**KSDC AS AN INSURANCE CONSULTANT FOR  
KEDAH STATE GOVERNMENT – “TRANS EASTERN  
KEDAH INTERLAND HIGHWAY PROJECT FROM  
DURIAN BURUNG TO KUPANG, KEDAH”  
CASE STUDY: KSDC INSURANCE BROKERS SDN  
BHD**

**NURUL ATIQAH BINTI MARZUKI  
2008764311**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INSURANCE  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**NOVEMBER 2010**

**KSDC AS AN INSURANCE CONSULTANT FOR KEDAH  
DARUL AMAN STATE GOVERNMENT – “TRANS EASTERN  
KEDAH INTERLAND HIGHWAY PROJECT FROM DURIAN  
BURUNG TO KUPANG, KEDAH”**

**CASE STUDY: KSDC INSURANCE BROKERS SDN BHD**

**NURUL ATIQAH BINTI MARZUKI**

**2008764311**

**Submitted in Partial Fulfilment of the Requirement for the  
Bachelor of Business Administration (Hons) Insurance**

**FACULTY OF BUSINESS MANAGEMENT  
UITM, BANDARAYA MELAKA**

**2010**



BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Nurul Atiqah Binti Marzuki, (I/C Number: 8711116–02–5116)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_

## LETTER OF SUBMISSION

November 2010

The Head Of Program  
Bachelor Of Business Administration (Hons) Insurance  
Faculty Of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sirs

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "**KSDC as a Consultant for State Government Project – Trans Eastern Kedah Interland Highway Project From Durian Burung to Kupang, Kedah**" to fulfill the requirement as needed by the Faculty Of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

**NURUL ATIQA BINTI MARZUKI**  
2008764311  
Bachelor of Business Administration (Hons) Insurance

## **ABSTRACT**

Insurance Brokers Company involves the process of handling the insurance on behalf of the insured or proposer with the insurance company. Insurance Brokers is an independent agent who represents the buyer, rather than the insurer or insurance company, they tries to find the buyer the best policy by comparison shopping.

This study is about implementation of brokerage process in state government project by KSDC Insurance Brokers Sdn Bhd. It consists of introduction which will briefly explain on the company background, issue and elements of study and also the purpose of study.

The study will be focus on practice, procedure and discuss more on the way of brokerage process and management. It will briefly discuss on the way Broker Company appointed the insurer, the role and how they manage to extend the coverage on the project.

The information gathering will be based on an extensive research of the relevant journal, articles, websites and related documents about company practice and brokerage process.

The conclusion of this study shall be based on the outcome from the findings. Through the research, it shows that there are little different between the fact and company practice.