



**STUDY ON CHARACTERISTICS OF TRAVEL INSURANCE  
PLAN BETWEEN AXA AFFIN INSURANCE AND ACE  
SYNERGY INSURANCE IN ANIKA INSURANCE BROKER  
SDN BHD**

**NURUL HAZREN BTE MOHD HASHIM**

**2008404188**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
INSURANCE**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

**APRIL 2011**

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NURUL HAZREN BTE MOHD HASHIM

2008404188

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

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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**“DECLARATION OF ORIGINAL WORK”**

I, Nurul Hazren Mohd Hashim (2008404188), hereby declare that the work contained in this research report is original and our own expect those duly identified and recognized. This project is the result of my independent work and investigation except otherwise stated. If later found out that this research have committed plagiarism or other form of academics dishonesty, action can be taken in accordance with UiTM’s rules and academic regulation

Signed by;

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NURUL HAZREN BINTI MOHD HASHIM

Date :

## **LETTER OF SUBMISSION**

03 May 2011

En Rosmi Yuhasni B Mohamed Yusof  
Head of Program  
Bachelor of Business Administration (Hons) Insurance  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
Melaka,

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “STUDY ON CHARACTERISTICS OF TRAVEL INSURANCE PLAN BETWEEN AXA AFFIN INSURANCE AND ACE SYNERGY INSURANCE IN ANIKA INSURANCE BROKER SDN BHD” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA, Kampus Bandaraya Melaka

Thank You

Your Faithfully,

**NURUL HAZREN MOHD HASHIM**  
2008404188  
Bachelor of Business Administration (Hons) Insurance

## **Abstract**

Travel insurance is unique insurance product. It provides cover for medical care and travel inconvenient. However, many had not realized the benefit of buying this type of protection while travelling. Basically, this study in on characteristic of travel insurance between Axa Affin General Insurance and Ace Synergy Insurance at Anika Insurance Broker. This study aims to improve the quality of travel insurance and help broker in making their decision. It also wants to improve the quality of service, premium and the insurance itself. In order to conduct this study, data need to be gain from Anika Insurance Brokers Sdn Bhd. They had manages to provide related data such as the travel policy, marketing material from insurer and other information. Company practice will be compared with theory of travel insurance and all difference will be study. These studies also want to minimize the gaps between two insurers by providing few recommendations.