



**FACTORS INFLUENCE THE AWARENESS OF GENERAL
TAKAFUL PRODUCT AMONG CLIENT OF ILTIZAM PERKASA
SDN BHD**

SITI SYUHADAH BT MOHAMAD ISA @ AZMI

2009644032

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

APRIL 2011

**FACTORS INFLUENCE THE AWARENESS OF GENERAL
TAKAFUL PRODUCT AMONG CLIENT OF ILTIZAM PERKASA
SDN BHD**

SITI SYUHADAH BT MOHAMAD ISA @ AZMI

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

**FACULTY OF BUSINESS MANAGEMENT
UiTM, KAMPUS BANDARAYA MELAKA**

2011

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, SITI SYUHADAH BT MOHAMAD ISA @ AZMI, (I/C NUMBER 861124-56-5340)

Hereby, declared that,

- This work has not 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 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: 5 May 2011

LETTER OF SUBMISSION

5 May 2011

The Head of Program

Bachelor of Business Administration with (Hons) Insurance

Faculty of Business Management

Universiti Teknologi MARA

110 Off Jalan Hang Tuah

75300 Melaka

Dear Miss,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "Factors Influence the Awareness of General Takaful Product among Client of Itizam Perkasa Sdn Bhd" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

SITI SYUHADAH BT MOHAMAD ISA @ AZMI

2009644032

Bachelor of Business Administration (Hons) Insurance

ABSTRACT

According to the topic chosen on factors influence the awareness of general takaful product among of client Itizam Perkasa Sdn Bhd, it is the one of key the level of awareness. Research objectives for this study undertaken are to identify types of general takaful product available in Malaysia, to determine the level of awareness of Itizam's client towards general takaful product and to determine the factors influence level of awareness towards general takaful product in this research. The scope of study is mainly focus on the clients of Itizam awareness towards general takaful product.

A set of questionnaire was distributed to the respective respondent. The data is analyzed using descriptive analysis, frequencies, and coefficients of Statistical Packages for Social Science or SPSS.