



A COMPARISON OF I-EXECUTIVE PERSONAL FINANCING IN
SABAH CREDIT CORPORATION WITH OTHER SHARIAH-
BASED PERSONAL FINANCING IN OTHER FINANCIAL
INSTITUTIONS IN LAHAD DATU, SABAH

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ABSTRACT

This project paper is important in helping to upgrade the quality, efficiency, effectiveness and achievement in order to improve Sabah Credit Corporation (SCC) in venturing into the new era of shariah principles products. Since the corporation is still new in the industry, more improvement techniques and other factors need to evaluate in increasing the perceptions and good critics by the public.

From the past, the corporation promoted conventional based product to the public. And recently in the end of year 2010, SCC is now launching and offering their new product of shariah-based personal financing: Islamic Executive (i-Executive).

As for this research to achieved and completed, a total of 30 respondents have been collected and observed. Many answers and responses related with the new product of i-Executive has been analyzed. This including the goodness and bad site of their opinions and perceptions toward the new launched product.

Hopefully, by conducting this study, I hope all the results and some of the recommendations can help the corporation to improve their effectiveness of the new shariah compliance i-Executive personal financing product.