

**A STUDY AWARENESS OF MAA EXISTING CUSTOMER TOWARDS THE  
ACCEPTANCE OF MAA TAKAFUL PRODUCTS IN  
KOTA KINABALU CITY AREA**

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## ABSTRACT

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MAA Takaful Bhd should focus more in the marketing strategy to create awareness and acceptance among MAA existing customer especially in Kota Kinabalu City area in order MAA existing customer be able accept and purchase that products easily. By concentrate in creating awareness and acceptance among customer, the company could produce desire result to be excellent in marketing strategy. Right now, MAA Takaful must be emphasizing more on the marketing strategy in order b able to compete among other companies. In addition, this study mainly purposes to identify the MAA existing customers' awareness and acceptance towards MAA Takaful products especially in Kota Kinabalu city area. This study also conducted among MAA existing customer made up government servants, private sector, business owner and retired persons who have yet to own MAA Takaful product. This study will only include MAA existing customers in Kota Kinabalu city area. The target populations in this study are about 150 respondents of MAA existing customers.

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