



**PENETRATION STRATEGIES OF ETIQA TAKAFUL
SAVINGS AND PROTECTIONS**

**ELVINI J. A. LOJON
2006154441**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU, SABAH**

OCTOBER 2009

ACKNOWLEDGEMENT

This project paper would not have been possible without the assistance, cooperation and contributions from many people who had generously assist me in this study.

First and foremost my appreciation goes to my advisor, Puan Hasnawati Hj Guliling, for the encouragement, valuable guidance and motivation rendered throughout the completion of this project paper.

To my supervisor, Hj Pangiran Putra Bin Hj Pangiran Omar for his ongoing support, supervision and giving materials and informations related to this study. I also wish to thank all my colleagues at Putra & Associates who had given me full assistance and cooperation during my practical training.

Last but not least, a special gratitude also goes to my family and friends for their moral support during the course of completing this study, and to all the respondents for their cooperation and support which had given me a useful feedback. I am honor for their contributions for this project paper.

Thank you.

ELVINJI J.A. LOIJON

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ABSTRACT

This study is about the study on the penetration strategies of Etiqa Takaful savings and protections in the Kota Kinabalu city center.

In this study, researcher will explain about the importance of savings and protections and some articles that can be overview or example that related to the study. All study has its own limitations. Thus, this study also includes some problems or limitations that might and will occur. The researcher will also explain to whom and in what way this research can be benefited.

Besides that, in this study, researcher will explain type of research design used, the population of respondent, how to collect data and other research methodology. There are two types of data collection to support this research. Firstly, primary data where the researcher can get the information or data through questionnaires. The second type of data collection is secondary data where the data gathered from other sources such as from the company, documents, brochures and pamphlets. After the data obtained, the researcher will make a final analysis data as the conclusion and recommendations towards the penetration strategies of Etiqa Takaful savings and protections.

1.7 Scope of Study

1.8 Theoretical Framework

1.9 Limitations of Study

1.10 Definitions of Terms

CHAPTER 2. LITERATURE REVIEW

CHAPTER 3. RESEARCH METHODOLOGY AND DESIGN

3.1 Data Collection Methods

3.2 Research Methodology

3.3 Procedure for Analysis of Data

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