



FACTOR INFLUENCING LIFE INSURANCE DEMAND

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BACHELOR BUSINESS ADMINISTRATION WITH HONOURS (INSURANCE)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JUNE 2014

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**Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business
Administration with Honours (Insurance)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JUNE 2014

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INSURANCE)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

I, Erwin Laing, (I/C Number: 921028-13-6409)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any degrees.
- This project paper is the 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: _____

LETTER OF SUBMISSION

JUNE 2014

**The Head of Program
Bachelor of Business Administration with Honours (Insurance)
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
75300 Melaka.**

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "Factors Influencing Life Insurance Demand" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

(ERWIN LAING)

2011498722

Bachelor of Business Administration with Honours (Insurance)

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