

UNIVERSITI TEKNOLOGI MARA

**THE ROLE OF BUSINESS DEVELOPMENT
SUPPORT UNIT IN AMMETLIFE TAKAFUL**

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Thesis submitted in fulfillment
of the requirements for the
Degree of Muamalat (Hons.)

Faculty of Academy Contemporary Islamic Studies

July 2024

ABSTRACT

The research investigates the role of the Business Development Support Unit in AmmetLife Takaful among employees at AmmetLife Takaful, Kuala Lumpur, Malaysia. AmmetLife Takaful, a partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings, Inc. aims to provide comprehensive Takaful solutions in line with Shariah principles. This study delves into the Islamic finance landscape, emphasizing Takaful as a Sharia-compliant alternative to conventional insurance. It explores the principles of mutual assistance and charity within Takaful, contrasting it with conventional finance. The Business Development Support Unit's significance in maintaining accurate business information, ensuring regulatory compliance, and supporting company objectives within the framework of Islamic finance principles is highlighted. The study employs a qualitative research approach, utilizing interview to gather insights from employees of the Business Development Support Unit. Data collection and analysis methods are outlined, focusing on understanding the role of employees in business support development, maximizing work productivity, and addressing Takaful issues and challenges. The research concludes with recommendations for strategic enhancements to support AmmetLife Takaful's goals and identifies limitations for future research.

Keywords: Takaful, AmmetLife, Business Development

ACKNOWLEDGEMENT

First and foremost, I am deeply grateful to God for the strength and opportunities provided to me as I navigated the responsibilities and challenges of my final year at the Degree level. I extend my profound gratitude and appreciation to my supervisor, Dr. Asiah Binti Kamal, for her invaluable guidance, support, and patience throughout my final year project.

I also want to thank the other advisors for their assistance and for conducting workshops that were meticulously scheduled. Their willingness to share knowledge and provide guidance has been instrumental in the success of this project.

Immense thanks go to my parents, whose unwavering support has been a cornerstone of my journey. Likewise, I am thankful to my fellow students and classmates whose diverse methods and insights have significantly contributed to the improvement of this project.

Finally, this project is dedicated to all segments of the Malaysian society, with the hope that it will bring meaningful enhancements to our future lives. In sha Allah. Alhamdulillah.

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

This is AMMB Holdings Berhad (Ambank Group) and Metlife International Holdings, Inc. (MetLife) was formed AmMetLife Takaful as strategic partnership. The strategic partnership is one of the ways to combine the international expertise and financial strength of MetLife with the local expertise and strength and reach of AmBank Group. AmMetLife Takaful is financial institution which provides a comprehensive range of Takaful solutions for the society which distributed by its authorised Takaful agents and AmBank branches nationwide. AmMetLife Takaful aims to be a modern Takaful operator in Malaysia by passionately delivers excellent services in line with appreciative knowledge of Shariah principles (AmMetlife,2024).

Mission of the company is to stand steadfast by your side as build a more confident future together. The company are committed to always being there for you, supporting every step you take towards achieving your dreams and aspirations. In alignment with the mission and vision encompasses a set of core values that guide operations and strategic decisions. The company prioritize their customers above all, ensuring that they always come first in every aspect of their business. They aim is to not only meet expectations but to be the best in all they do, setting the benchmark for excellence in our industry. They strive to simplify processes and make things easier for their customers, removing any barriers that might hinder their progress. By fostering a collaborative environment, they believe in succeeding together, recognizing that their collective efforts will lead us to achieve greater heights. These principles are the foundation upon which they build our commitment to you and every member of their community (AmMetlife,2024).

AmMetLife Takaful is dedicated to offering its customers peace of mind by providing coverage that adheres to Shariah principles. The services offered by AmMetLife Takaful encompass a range of needs including protection, savings, education, and reducing term Takaful for participants. This blend of service ensures