FACTORS CONTRIBUTING TO THE POOR ACCEPTANCE OF NON-MUSLIMS TOWARDS TAKAFUL MALAYSIA PRODUCTS: A STUDY ON PROMOTIONAL STRATEGY

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MELAKA

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ERLIA BINTI NASIR

Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UiTM, MELAKA

2006

DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

"DECLARATION OF ORIGINAL WORK"

I, **ERLIA BINTI NASIR**, (I/ C Number, **830726-06-5368**)

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 other 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: 28 APRIL 2006

LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

28th April 2006

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled **"FACTORS CONTRIBUTING TO THE POOR ACCEPTANCE OF NON-MUSLIMS TOWARDS TAKAFUL MALAYSIA PRODUCTS"** to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....

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ABSTRACT

Syarikat Takaful Malaysia Berhad was incorporated on the 29th November 1984 with an authorized capital of RM500 million and a paid up of RM 10million. It commended operation on the 22nd of July, 1985 prior to its official launching on the 2nd August 1985 by then Prime Minister of Malaysia, Tun Dr. Mahathir Mohamed.

This research tries to evaluate the acceptance of Takaful Malaysia insurance among non-Muslim customers. This research will focus on the effectiveness of current promotion tools and strategies for Family Takaful products done by Takaful Malaysia. This study also tries to find out the perceptions and expectations of Non-Muslims towards Takaful Malaysia products.

This paper consists of five chapters which explain the subject matter in stages. Chapter 1 explains the introduction and background of the study. Chapter 2 explains the literature review, which relates to the subject studied and theoretical framework which act as a guide to the research flow and process. For chapter 3, research methodology is explained, which consists of methods and sampling techniques used. Data findings and discussions are explained in chapter 4, derived from the information obtain from respondents. And finally, chapter 5 contains summary of results and findings, which lead to conclusions and recommendations.