

**THE EFFECTS OF PERSONALITY FACTORS ON SALES PERFORMANCE OF  
AGENT IN MUQMEEN GROUP AGENCY: STUDY IN JOHOR**



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**UiTM, JOHOR**

**2015**

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Submitted in Partial of the Requirement for the Bachelor of Business Administration (Hons)  
Islamic Banking

FACULTY OF BUSINESS MANAGEMENT

UiTM, JOHOR

26 APRIL 2015

## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION (HONS) ISLAMIC BANKING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA JOHOR**

#### **“DECLARATION OF ORIGINAL WORK”**

NADZIRAH BINTI YAKOB

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by question marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NADZIRAH BINTI YAKOB

2013639664

## **LETTER OF SUBMISSION**

NOVEMBER 2014

The Programme Coordinator  
Bachelor of Business Administration (Hons) Islamic Banking  
Faculty of Business Management  
Universiti Teknologi MARA  
85009 Segamat  
Johor

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “THE EFFECTS OF PERSONALITY FACTORS ON SALES PERFORMANCE OF AGENT IN MUQMEEN GROUP AGENCY: STUDY IN JOHOR” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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NADZIRAH BINTI YAKOB

2013639664

Bachelor of Business Administration  
(Hons) Islamic Banking

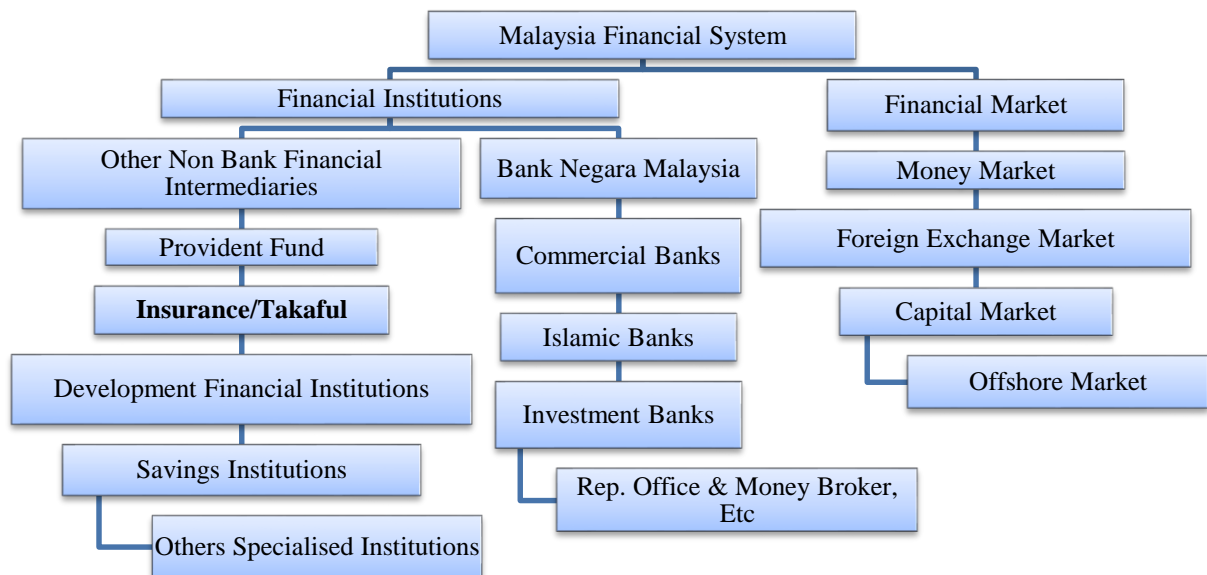
## CHAPTER ONE: BACKGROUND OF THE STUDY

### 1.1 INTRODUCTION AND BACKGROUD OF THE STUDY

The first chapter is explains about the core knowledge of this study. The details that will be explain in this section are background of study, problem statement, research objective, research question, justification of study, scope of study, significance of the study, limitation of study and lastly conclusion of the overall chapter one.

#### 1.1.1 Overview of Malaysia Financial System

The financial system is considered as the backbone of country economy. Different countries have different financial system. Following is an overview of the Malaysia financial system.



Sources: <http://www.bnm.gov.my>

Figure 1: Malaysia Financial System