



**THE ROLE OF ANIKA IN MANAGING THEIR OPERATION AS  
INSURANCE BROKER IN MALAYSIA**

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Submitted in Partial Fulfilment  
Of the Requirement for the  
Bachelor of Business Administration  
(Hons) Insurance

FACULTY OF BUSINESS MANAGEMENT  
UITM, BANDAR MELAKA

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# DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE  
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**“DECLARATION OF ORIGINAL WORK”**

I, Azaziah binti Romli, (I/C Number: 871127-09-5152)

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 any investigation 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

April 2010

The Head of Program  
Bachelor of Business Administration (Hons) Insurance  
Faculty of Business Management,  
Universiti Teknologi Mara,  
Kampus Bandaraya Melaka  
Melaka

Dear Sir ,

### **SUBMISSION OF PROJECT PAPER INS 662**

Attached is the project paper titled “THE ROLE OF ANIKA IN MANAGING THEIR OPERATION AS INSURANCE BROKER IN MALAYSIA” to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

**AZAZIAH BINTI ROMLI**

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Bachelor of Business Administration (Hons) Insurance

## **ABSTRACT**

Anika Insurance Brokers Sdn Bhd (AIB) is the oldest insurance and reinsurance broker in Malaysia. AIB offer full range of insurance products services covering risks in Property, Liability and Casualty, Crime, Transport, Engineering, Construction, Personal Insurance, Reinsurance and Life or Employee Benefits and others. In addition, Anika is only insurance broker in Malaysia currently to be awarded the MS ISO 90001:2000 certificated. As insurance broker, AIB is one of the members of the Malaysian Insurance and Takaful Brokers Association (MITBA) which is the professional association for the insurance Broker in Malaysia.

For the case study, the main purpose is to evaluate the role of Anika as Insurance Broker company and if they practice the Malaysian Insurance and Takaful Association (MITBA) and Bank Negara Malaysia (BNM) expectation. In addition, for literature review the elements contributing the issues including the BNM's operation workflow, motor claim handling, selection of insurer, limitation and advantages of brokering services, and others.

The finding of the case study will be show the company practise relating the issues and the gap identification between the theories and company practise. Otherwise, the gap identification can be identifying based on the role of insurance broker, workflow operation on claim, motor claim handling, and the policy placement. At the end of the study, there are conclusion and recommendation for the gap identification and whether the purposes of the study relevant with the result.