



**PUBLIC AWARENES TOWARD BANCASSURANCE IN  
MALAYSIA**

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**“DECLARATION OF ORIGINAL WORK”**

**I, Maizatul Huda Binti Mohammad Zulkifli Hashim (I/C Number: 870307-04-5174)**

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 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**

November 2010

The Head of Program  
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Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**PUBLIC AWARENESS TOWARD BANCASSURANE IN MALAYSIA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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## ABSTRACT

Bancassurance is one of the well-growth finance and insurance industry nowadays. Many efforts have been done by most of Bancassurance Company in order to educate the Malaysian what is all about the Bancassurance. However the awareness and knowledge among Malaysia citizen is being doubted. This research is trying to determine awareness level of Malaysian citizen towards Bancassurance in Malaysia. This research also discuss on history of Bancassurance in Malaysia, the Bancassurance concepts, and advantages and disadvantages of Bancassurance. In order to achieve the objectives, 100 respondents have been selected randomly to answer the questionnaire. The result revealed that the public awareness toward Bancassurance still low.

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