



اَلْاَدْبُيَةُ مَرِيَّتِي اَتَكْنُو لَو كُنِي فَا مَرِيَّةٌ
UNIVERSITI
TEKNOLOGI
MARA

INFANT INSURANCE:

A PRELIMINARY STUDY ON THE AWARENESS OF IT AMONG CITIZENS of KUALA LUMPUR

BY

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JUNE 2013

DECLARATION OF ORIGINAL WORK



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَسْتَاذِنَا
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“DECLARATION OF ORIGINAL WORK”

We hereby declare that:

- (1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
- (4) The word count of this research report is _____

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LETTER OF SUBMISSION

June 2013

The Head of Program

Bachelor of Business Administration (Hons) Insurance

Faculty of Business Management

MARA University of Technology

Malacca City Campus

Dear Sir / Madam,

Submission of project paper (INS 662)

Attached is the project paper titled "INFANT INSURANCE: A PRELIMINARY STUDY ON THE AWARENESS OF IT AMONG CITIZENS of KUALA LUMPUR "to fulfill the requirement as needed by Faculty of Business Management of MARA University of Technology, Malacca City Campus.

Thank you,

Yours sincerely,

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ABSTRACT

INFANT INSURANCE:

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**FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA MALACCA
CITY CAMPUS**

The topic on this research is ‘A PRELIMINARY STUDY ON THE AWARENESS OF IT AMONG CITIZENS of KUALA LUMPUR. This study identifies and determines factors that have significant influence awareness of Kuala Lumpur citizens towards infant insurance.

The objective of this study is to determine level of awareness of infant insurance in Kuala Lumpur and also to examine most factor influence awareness of infant insurance in Kuala Lumpur. The rationale of this research to determine level of awareness of infant insurance in Kuala Lumpur. In our research, we focus more on the infant insurance which is one of the awareness among parents nowadays. For the consequences, it can really helped the parents to increase their level of awareness in order to avoid any unexpected event of the miscarriage or unhealthy baby after giving birth in the hospital as for the guidelines and having the safety precaution in the future.

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