



**UNDERSTANDING THE WAKEEL'S ROLES
OF FAMILY TAKAFUL AS AN INTERMEDIARY
AT TAKAFUL IKHLAS SDN BHD**

**MOHD AZMAN BIN PAUZI
2009676038**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDAR MELAKA**

APRIL 2011



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KAMPUS BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, MOHD AZMAN BIN PAUZI, (I/C Number: 870610-03-5569)

Hereby, declare that:

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any otherdegrees.
- 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

APRIL 2011

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

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER (INS 662)

Attached is the project paper titled “UNDERSTANDING THE WAKEEL ROLES’S OF FAMILY TAKAFUL AS AN INTERMEDIARY AT TAKAFUL IKHLAS SDN BHD ” to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely,

.....

(MOHD AZMAN BIN PAUZI)

2009676038

Bachelor of Business Administration (Hons) Insurance

ABSTRACT

This project paper is prepared as a fulfilment of the Bachelor of Business Administration (Hons) Insurance. The topic for this study is “Understanding The Wakeel’s Roles of Family Takaful As An Intermediary at Takaful Ikhlas Sdn Bhd ”. Normally, people see an agent or wakeel as an intermediary for customer to purchase any family takaful product as they didn’t know how to make the purchase. Customer or prospect think that any takaful or insurance product must go through by the wakeel.

The purpose of this study is to study the wakeel or agent service that they are truthly know they roles or just focus on the sales target . Not all of the customer really know of the product . In their mind, purchase the takaful product is good enough to secure their future. It’s true but how far the product really meet customer need and want because every single person have different financial strength, risk, demand etc. Mostly a good risk prospect is easily to have their protection but the problem is they didn’t know the whole contract and it become worse when the time of claim happen because the agent or wakeel not serve them well and miscommunication or lack of information and knowledge at the inception till the claiming process.

From this study, researcher hope to help the people who seek or involve direct or indirectly of the takaful should know that the wakeel roles is not limited to sell the product but extend to guide and consult from the starting point untill all the ending process, helping the customer to make thing effiience and effective. To make that happen, firts the prospect that have intention to buy takaful product need to know the wakeel roles and know customer’s right in every scope the need to know.

Chapter one consist of the background of the Takaful Ikhlas Sdn Bhd, concept of takaful business and meaning of islamic term they use. Chapter two consist of literature review, chapter three research methodology and desing, chapter four consist data analysis and

interpretation of data and lastly chapter five is conclusion and recommendation that relevant to this research.