



**THE COMPETITIVE ADVANTAGE
AND THE GROWTH OF TAKAFUL IKHLAS SDN BHD PRODUCTS**

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BANDAR MELAKA**

APRIL 2011

2011
DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, MOHD HASBULLAH BIN HALMI, (I/C Number: 880705-11-5413)

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 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

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 “THE COMPETITIVE ADVANTAGE
AND THE GROWTH OF TAKAFUL IKHLAS SDN BHD PRODUCTS” to fulfill the requirement
as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely,

.....

(MOHD HASBULLAH BIN HALMI)

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Bachelor of Business Administration (Hons) Insurance

ABSTRACT

The purpose of this research is to study the competitive advantage and the growth of Takaful Ikhlas Sdn Bhd products. The research is exploratory research. In this study also researcher make an assumptions that with IKHLAS products has been successful in market, Takaful IKHLAS will make more profit regarding to the premium and also can bear a losses towards claims. Researcher also tries to include and find recommendation guideline in promoting IKHLAS products. In this study, the methods used are observation, interview and questionnaire to identify the relevant information regarding the study. Researcher used secondary data such as journal, articles, newspaper, magazines, report as well as primary data. All the data obtained from TISB that runs through July 2003 until 2009. The researcher also structured questionnaire design to obtain the information. Researcher also used probability sampling technique which is the simple random sampling to gain information regarding this research. 30 questionnaires were given to respondents to answer the questionnaire. The result on the competitive advantage and the growth of Takaful Ikhlas Sdn Bhd product may need changes or improvement in their performance in order to be able in providing good quality of products and give competitive advantages to other companies.

This research will emphasize on finding whether the competitive advantage and the growth of IKHLAS products can be the reason to the perception and preference likes services, products benefits and promotion of the products in Takaful IKHLAS Sdn Bhd or not. This is because, compare to its earlier promoted, IKHLAS products had continually growth and attract publics, clients, customers and also participants. It's involving the nature of Islamic Shariah and Takaful itself.

Sample size refers that I referred are about 30 respondents. The sample size is needed to gather an accurate result. Based on the study, the sample of respondent was drawn through a

simple random sampling procedure. For the purpose of this study, the researcher can only use 100 respondents as a sample.

The questionnaires distributed were modified from the SERVQUAL instrument, and consists of 33 items rated. All data were analyzed by using frequency analysis, descriptive statistics and cross tabulation.