



**A CASE STUDY ON PRUDENTIAL ASSURANCE
MALAYSIA BERHAD TOWARDS FACTORS ON
ACHIEVING ITS GOALS AS A SUCCESSFUL
AGENT**

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NOVEMBER 2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
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'DECLARATION OF ORIGINAL WORK'**

I, MOHD NASHRIQ BIN SHAHAROM

(I/C NO: 860214-01-5559)

Hereby, declared 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 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: 15th Nov 2010

LETTER OF SUBMISSION

15th November 2010

The Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A CASE STUDY ON PRUDENTIAL ASSURANCE MALAYSIA BERHAD TOWARDS FACTORS ON ACHIEVING ITS GOALS AS A SUCCESSFUL AGENT" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

(MOHD NASHRIQ BIN SHAHAROM)

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

This research was conducted for the purpose of finding the “strength to become the successful wealth planner in Prudential Assurance Berhad, Melaka”. The main objective of this research was to determine the various factors to become a successful wealth planner. Those factors are listening skills, personal planning, time management, communication skills and closing skills. The respondent of this study would be the wealth planner in the Prudential Assurance Berhad in Melaka only.

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