



**A STUDY ON PUBLIC AWARENESS
TOWARDS TAKAFUL BUSINESS IN
MELAKA**

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APRIL 2011

DECLARATION OF ORIGINAL WORK



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‘DECLARATION OF ORIGINAL WORK’

I, Muhamad Asyraf Bin Rosli, I/C Number 870918-30-5289

Hereby, declare that,

- This work had 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: _____

28 APRIL 2011

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “A STUDY ON PUBLIC AWARENESS TOWARDS TAKAFUL BUSINESS IN MELAKA” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you,

Yours sincerely

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Abstract

Takaful or known as Islamic insurance is the way of bringing the social and also the economic advantages of conventional insurance protection by following the shariah compliance for the muslims and non-muslims people in this world. There world is undergoing rapid growth of Takaful but the development still have lots of barrier that need to be overcome by the Takaful operator. The facts that the way of Takaful operator handling the market can be said as very weak as the level of public awareness is still low. There are variables that being identified and successfully stressed in this paper. Later in the findings section, researcher will be able to provide recommendation for the future of Takaful industry. There are still long way to go and hardship for Takaful free from all barriers involved in this current situation. Therefore, it is become the responsibility of Takaful operator to educate and maintain the operation properly in order to become competence in industry.

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