



**SARJANA PLAN:  
PUBLIC AWARENESS OF PEOPLE IN  
RURAL AREA TOWARDS THE PRODUCT**

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**APRIL 2011**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS MANAGEMENT (HONS) INSURANCES**

**FACULTY OF BUSINESS MANAGEMENT**

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**DECLARATION OF ORIGINAL WORK**

**I, SITI HASRINA MOHAMAD JAMALI, I/C NUMBER: 880121-06-5360**

**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: 28 APRIL 2011**

## LETTER OF SUBMISSION

Date of Submission: April 2011

The Head of Program

Bachelor of Business Management (Hons) Insurances

Faculty of Business Management

Universiti Teknologi Mara

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**SARJANA PLAN: AWARENESS PEOPLE IN RURAL AREA TOWARDS THE PRODUCT**” to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi Mara.

Thank You,

Your sincerely,

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**(2008405678)**

Bachelor of Business Management (Hons) Insurance

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

Takaful is a Shariah compliant cooperative risk. Takaful is the oldest of insurance sharing (Dr. Muhammad Imran Usmani, 2007).The Grand Council of Islamic Scholars, Maja-al-Fiqh, only approved Takaful as a Sharia-acceptable alternative to traditional insurance in 1985, however restriction from Riba, Gharar and Maysir. Managing these requires some ingenuity and Chinese people represent towards Takaful products rather than insurance. Takaful is a broad and exciting global opportunity, offering way to capture currently underserved customer base. Takaful covers the whole range of insurance activities, from personal line, like household and motors; through to long-term savings, life protection, investment products, health care, corporate, trade and reinsurance

Refer to the book “The Ready to use Sales Tools” provide by Etiqa, it stated that Sarjana Plan is one of their products. This product is a combining between coverage and saving and is an effort is to provide a special fund to their customer. This plan is build by Etiqa under Takaful brand is to helping people for make their life simple without combining “riba” or other else. This because, by having this plan, customer can make sure their child can further study in another level without having financial problem.

Back to now day issue, we are hearing that so many student that making a loan with PTPTN not paying their loan back (Utusan Malaysia,2010).This matter becomes worse to other student when they want to making a loan with PTPTN. So that, PTPTN was making a strict rule to whom who want to get loan with them. But, for family that aware about this Etiqa plan they would not being worried because this plan can being use before 3 years from their maturity date to pay the fees, living expenses, books and others.Thus, customer can smile when they get know their child can enter into university

with a proper strategic financial planning and coverage. This Etiqa Takaful Sarjana's is comprehensive plans that must people have to their child future.

## **1.2 PROBLEM STATEMENT**

This research is conducted to determine the awareness people of the Sarjana Plan product at the rural area. Sarjana Plan is a combination of saving and coverage to assist student to further their education in any field locally or overseas. This financing facility can be used before 3 years from their maturity date to pay the fees, living expenses, books and others.

Consumer now days are more concerned with the education level for their children but not at all aware to having a saving for pay the cost of the education fees. According to issue from Berita Harian (2010) it stated that about 40506 have been accepted into universities for 2010 and 2011 session. Due of these factor, Etiqa Takaful & Insurance has offer people to their product, Sarjana Plan. These plans have their own benefits that can be useful to customer when buying it. While Etiqa Takaful & Insurance has established now days, but we didn't know whether all people aware with this product or not especially people in rural area. Base on Table 1.0, it's stated that Sarjana Plan is one of the killer products buying by consumer in Kuantan area (Etiqa Insurance & Takaful Kuantan Branch, meeting review December 2010)