



**A STUDY ON THE SUCCESSFUL FACTORS OF AN AGENT IN PRUDENTIAL  
ASSURANCE BERHAD IN MELAKA**

**WAN NAZATUL AIN BT WAN JEHARI**

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**BACHELOR BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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**APRIL 2009**

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BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

**I, WAN NAZATUL AIN BINTI WAN JEHARI, (I/C Number: 860224335206)**

**Hereby, declare 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: WAN NAZATUL AIN**

**Date: 24 April 2009**

24 April 2009

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Administration  
Universiti Teknologi MARA  
75300 Melaka  
Melaka

Dear Sir,

**SUBMISSION OF PROJECT PAPER**

Attached is the project titled “ THE SUCCESSFUL FACTORS OF AN AGENT IN VISION CHALLENGES GROUP IN PRUDENTIAL ASSURANCE BERHAD, MELAKA” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

*WAN NAZATUL AIN*

**WAN NAZATUL AIN BINTI WAN JEHARI**  
**2007267452**  
**Bachelor of Business Administration (Hons) Marketing**

## **ABSTRACT**

This research was conducted for the purpose of finding the “Factors to become the successful Agent in Vision Challenges (VC) group in Prudential Assurance Berhad, Melaka”. The main objective of this research was to determine the level of factors to become the successful agents. Those factors are the listening skills, tenacity, well-organized, communication skills, personal planning and time management. The problem that occurs in VC group in Prudential Assurance Malaysia Berhad, Melaka is the increasing numbers of terminated agents in these agencies. This problem occurs because of certain reason. The reason may include that they do not know the factors to become successful agent in Prudential Assurance Berhad in Melaka.

The respondent of this study would be the agent in the VC group in Prudential Assurance Berhad, Melaka only. 80 questionnaires had been distributed to those residents. The data collection method that been used in this study is using stratified random sampling by using 100 population which are agents in VC group as the respondents. Then, 80 samples have been determined and questionnaires have been distributed to them. This research has use primary data to collect the data. All the data that been collected have been analyzed using SPSS, Chi- Square, Cross Tabulation and Symmetric Measures. The conclusion of this study was the outcome from the survey analysis and findings. The finding of this study is the most factors that influence the agent to be the successful agent in Prudential Assurance Berhad, Melaka is Listening Skill.