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A STUDY OF PERFORMANCE OF FAMILY TAKAFUL OFFERED
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DECLARATION OF ORIGINAL WORK



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- This work has not previously been accepted in substance for any degree, any 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.
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ABSTRACTS

The purpose of this study is to gain a better understanding about performance of Takaful Ikhlas between year 2004 until year 2008. The research was conducted to know details about the performance and also to know the effective marketing that used by Takaful Ikhlas to increase their sales. The study refers to the secondary data that get from the Takaful Ikhlas itself. Either from their website, annual report and so on. Secondary data refer to the information gathered by someone other than the researcher conducting the current study.

The findings of this research later will be calculated and interpreted in Chapter 4. In this study, the researcher try to find and calculated current ratio, acid test ratio, net working capital, total turnover, gross profit turnover, account collection period, account receivable. Besides that, each calculation result compared by each year. Otherwise, the effective strategy also can be measured by the researcher with make the illegal interview with the manager in order to know the effective strategy that used by this company.

As the conclusion, the researchers make some recommendation for this company to improve their sales and also make more effective strategies to increase their number of customer.

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