



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT AT MUQMEEN GROUP SDN. BHD.

1 March – 13 August 2021



ALIYA RUJHA BINTI MARWAZI | 2018228158 | BA 242

PART I

EXECUTIVE SUMMARY

Muqmeen Group is part of Prudential BSN Takaful which is an insurance company. The insurance sector is significant because it not only helps to provide cover against various risks faced by people and businesses, as well as assist in risk spreading, but it also helps the economy grow by being a key player in the investment sector, which helps drive a country's economy. They offered to customer is medical card, savings, investments and many more. The company was located in Alor Setar and was established on 4th June 2014. It gives more awareness about how important for someone to have insurance in their life. Based on the observation that have been made, PESTEL analysis which is to identify the problems and classify them into internal and external in SWOT analysis. PESTEL can help a company anticipate future business threats and take steps to avoid or mitigate their impact which stands for Political, Economic, Social, Technological, Environment, and Legal. Instability in politics is one of the factors that may affect on the insurance industry. Hence, it will make this industry become slowly drop. As we know it today, Covid-19 was spread around the world and it interrupts all the economies in this world. This pandemic give a huge impact on the world. Social also plays a very important role in an organization to further develop a company's market. In this day, technology also plays a very big part in disseminating information or communicating with someone. To deal with the uncertain environment, insurance companies become the frontlines to settle the problems. For legal factor, it will give good chances to this industry meanwhile when changes happen, it might give a negative impact on the industry. Besides that, some recommendations for each point have been made that might help the company to enhance its development in the insurance industry.

TABLE OF CONTENT

PART I

Executive Summary	i
Acknowledgement	ii

PART II

1.0 Student Profile	1
2.0 Company's Profile	2-3
3.0 Organizational structure	4
4.0 Training Reflection	5-6

PART III

5.0 PESTEL Analysis	
5.1 Political	7
5.2 Economic	7
5.3 Social	8
5.4 Technological	8-9
5.5 Environmental	9
5.6 Legal	9-10
6.0 Discussion & Recommendation	
6.1 Strength	11-13
6.2 Weaknesses	13-15
6.3 Opportunities	15-17
6.4 Threat	17-19
7.0 Conclusion	20
References	
Appendices	

PART II

2.0 COMPANY'S PROFILE



MUQMEEN GROUP ALOR SETAR



<https://www.muqmeen.com.my/>



+6016-432 1217



NO 70-A Lebuhraya Darul Aman,
Alor Setar, 05100



mgaspru2017@gmail.com

In Malaysia's Takaful sector, Muqmeen Group is the leading agency force. As the company takaful operator, Muqmeen Group represent Prudential BSN Takaful. People who are interested in FINANCIAL PROTECTION, PRUDENT FINANCIAL PLANNING, and ESTATE PLANNING can benefit from professional financial solutions services. Product that they offered to customer are income replacement, medical card, investment and more.

The office was located at 70-A Lebuhraya Darul Aman, Alor Setar, 05100 and it near to the city center which all the facilities can be found at the nearest place from this office. Muqmeen Group or for short (MG) is a combination of several agency units registered under Prudential Assurance Malaysia Berhad and Prudential BSN Takaful Berhad. This group (MG) was officially established on 4 June 2014. The origin of the establishment of MG started from the proposal of the Director in Agency Al Isra 'Associates Sdn Bhd, which operates on the 7th floor, Jaya 33, Petaling Jaya to provide opportunities to Al Isra branches the whole of Malaysia has its own brand name and no longer uses the Al Isra' Associates brand. So, after a series of discussions, several units involved have agreed and have made a concept paper on the business model that will be implemented after the rebranding. As a result, all units agreed to use the name MUQMEEN GROUP as a new name for our group. The word MUQMEEN was chosen for commercial purposes only.

MG's VISION: "To be Number 1 Agency Force in Malaysia"

MG's MISSION: "To Provide Professional Financial Solutions for All Malaysian"

Their goal is to consists of a lot of multi-talented people with multi-professional backgrounds, working together, inspired by strong leadership to achieve their vision and mission.

Muqmeen Group was established to meet several **objectives** as follows:

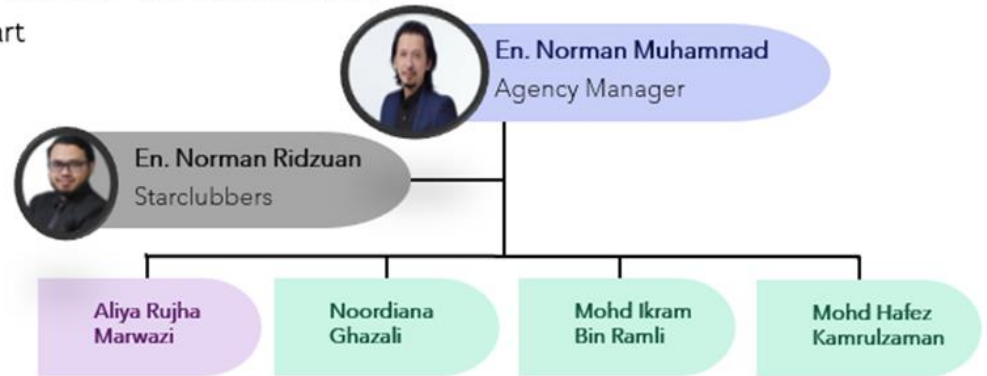
- ✚ To produce great and exceptional financial consultants and Bumiputera managers to face the challenges in the highly competitive world of insurance and takaful.
- ✚ Combines the expertise of each available financial consultant as each of them comes from a different background and discipline.
- ✚ Operate financial consultants based on sound practices and standards to form a strong team and move in synergy to achieve their objectives.

- ✚ Raise funds from a team spirit and not profit-oriented to support business development.

3.0 ORGANIZATIONAL STRUCTURE

MUQMEEN GROUP ALOR SETAR

Organization chart



Muqmeen Group offers Professional Financial Planning Advisory to both corporations and individuals. They specialize in Business Consultation focusing on Agency Building Development and Management due to expertise and experience in developing high-performance agency cultures.

4.0 TRAINING'S REFLECTION

My internship period began with my placement at Muqmeen Group, Alor Setar, and started on 1st March 2021 and will end this period on 13th August 2021. The total of my internship is 24 weeks. I start to work every Monday to Friday from 9 AM until 5 PM. Due to small company, they place me at Human Resources department which I need to help their business gain a competitive advantage. By that time, I also do some daily office administration work like preparing management fee, maintaining general office and respond some emails to agent and more. Following that, I need to make PowerPoint to my supervisor as he needs to present the product and services to people where they need to maximize their profit to their company. Not only that, but I also need to go to Prudential HQ, which is 800 meters from the office, to collect a new customer admission book and make a client payment as they requested to do it. Another task that I always make is register for the newcomer who wants to join the insurance planner.

As I am still in internship session, I need to complete my assignment which when I have free time, I search for articles that can help me. My supervisor, En. Norman Muhammad always teaches and guides me on how I need to settle the assignment. Nevertheless, I need to attend several virtual meetings to replace some other staff that has problems.

In the meantime, due to COVID-19 cases spread around the world, the company halt the allowance. So, the company did not give me any allowance, but I got a new experience in this period. Not only this, but I also need to work from home due to increases cases in Alor setar. However, I have been exposed to things about how to manage client payment where I need to prepare some of their official documents so that I and other staff can settle it. Within this, I have learnt on how to make payment in online website.

Following about attend the virtual event can increase my knowledge about how to market the products to others who do not know about the benefits of the insurance with shariah compliance. Next, since I do a lot of PowerPoint, I can increase my skill which I need to make it professionally as I enter to working environment.

Lastly, every Friday, all staffs from Muqmeen Group will recite Surah Yassin and make some mini seminar to all agents and staff as a sign to increase our motivation to

work hard. In this modern era, a lot of money we need to use, and we need to make saving funds for our future also we need to work smart on every job.

To summarize it up, when it comes to knowledge and skill development, this internship does help a lot to me which I can be a punctuality person and also a big achievement to myself is how to have a communication with people. I also gain some confidence on how to confront other people when I make a deal with an agent or clients. From that, I also learned that financial planning is very important especially youth generation.

PART III

5.0 PESTEL ANALYSIS

The purpose of this chapter is to review the PESTEL analysis on Muqmeen Group. PESTEL analysis is a tool that is widely used in business analysis. Its purpose is to examine various factors that may affect the organization, its operations, or its goods and services in order to analyze the business environment. PESTEL stands for Political, Economic, Social, Technological, Environmental, and Legal. All of these factors contribute to the environment in which the company or business performs. Thus, intern student already conducted and identify two key points for each of the elements. This will help organization capitalize on their strengths, solve their weaknesses, reduce their risks, and maximize their chances of success. Therefore, this research and analysis is critical for an organization to perform since it allows them to understand more about their competitors and strategies to address their weaknesses.

5.1 POLITICAL

Instability in political may affect on insurance industry. Insurance industry is one of the under financial market. Therefore, political factors that affect the financial market will affect the insurance industry as well (Team, 2021). For instance, if Malaysia Government Financial is facing a bad situation, it can make the demand for the insurance line become not stable (Meitei & Singh, 2021). On the contrary, a good political will helps the growth of the insurance industry. In addition, political uncertainty, added to pandemic and economic crises, is expected to make this industry slowly drop. According to the report, Malaysia's insurance regulator and industry associations are working to raise insurance awareness. A national strategy plan for financial literacy was launched in 2019 in order to implement a large-scale awareness campaign. (Tan et al., 2020)

5.2 ECONOMIC

As we know, pandemic covid-19 was spread around the world. Because of the nature of the pandemic, certain governmental and societal decisions have restricted certain key insurable activities. This can be seen, due to travel restrictions and decreased economic activity, motor and travel insurance (personal and business) have seen significant reductions. Recently, the suspension of construction projects has resulted in a decrease in construction insurance, and restrictions on communal events have resulted in a

decrease in events insurance (Olano. G, 2020). Other lines of business in General Insurance (such as home and property) appear to be holding up so far.

In the health-care industry, the restrictions have resulted in significant reductions in elective procedures and consultations, as well as a reduction in claim volumes in the short term. (Meitei & Singh, 2021)

5.3 SOCIAL

The rising working-age population, as well as government and regulatory initiatives aimed at providing affordable insurance products, are among the key factors driving the market's expansion. As per article (Olano.G, 2020) as of the end of 2018, the proportion of the working-age population was 66.2 percent. This has enormous growth potential because 46 percent of the population does not own life insurance products. As whom does not own life insurance, it might be a good chance for this company to attract them become one of their insurance agents. Within this, the relationship with others will increase. For Muqmeen Group, they are really care about the socialize as they need to interact and communicate very well with others. This is because an effective social factor is an actual reason consumer purchase insurance which is, they would rather be safe than risk being left without financial resources if tragic event or disaster struck.

Moreover, social in business can assist organisations in transitioning from an isolation-based model to an engagement-based model by developing new platforms for the discovery, development, and sharing of ideas and expertise (M et al., 2019). Simultaneously, there are additional practical benefits that have an immediate impact on an operational level. Consider the number of interactions that occur between distributors, actuaries, and managers when creating insurance contracts that require multiple levels of approval. The process is made 'smooth' and more fluid by using social networking, allowing for faster, more efficient dialogue between the various parties involved (Pisoni, 2021).

5.4 TECNOLOGICAL

Some insurance companies continue to underestimate the potential of so-called 'social' advanced technology such as Tiktok, Snapchat, and social media, either by relegating them to the realm of digital marketing or dismissing them as a passing phase.

However, attitudes are shifting as younger generations embrace digital technologies and young people from Generation Y join the workforces of insurance companies. Media becomes increasingly important in our daily lives, paving the way for a new business model known as 'social business' (M et al., 2019).

In other words, for several years, this company have used social technologies as part of collaboration, communication, and content management, via both internal social networks for staff or representatives and external social networks for current and prospective customers. They more onto Facebook platform as their official account to expose the product but they did not use others platform such as Instagram, Tiktok and more. As the previous line stated, this company more in Facebook because most of their clients using this social media. They also created official page which is 'Muqmeen Group Alor Setar'. This can be seen Facebook page is a place where they can promote their business name, address, and contact information, as well as give a brief their goods and services.

Muqmeen Group will become more success if it shares business-related information that is genuinely interesting or useful to other users. They also need to focus on other social media because nowadays people not only use Facebook, but they also have other tools to communicate with people. By establishing long-term relationship with other people, they can increase their credibility and expand their brand. (Zawislak et al., 2018)

5.5 ENVIRONMENTAL

When it comes to dealing with environmental change or uncertainty, insurance companies are on the front lines. Extreme weather events, for example, pose a significant risk not only to asset insurers but also to health and wellness insurance providers. The insurance sector bases product pricing on past loss experience, which is based on statistics and probabilities. Because past events are no longer a reliable predictor of future events, environmental change introduces uncertainty and ambiguity into this historical pricing process.

Although Muqmeen Group have no direct control over environmental change, this company can avoid many of its costs by taking action now. The covid-19 has affected this company and disrupt the daily working for the staff to continue they work.

5.6 LEGAL

A central recognition is that unless the legal system provides protection, investors are vulnerable to opportunistic behaviour (Jain et al., 2018). Not surprisingly, that where legal environments provide good investor protection, economic growth and financial intermediation tend to be higher. Such as, the legal environment may be more meaningful in the life insurance market, where a customer's financial relationship with a life company is likely to last a long time. With life insurance policies providing business opportunities, the variation in investment returns over long time periods causes an element of risk to be associated with the final value of the policies.

Therefore, changes in the legal environment will have a direct impact on the payoffs of stakeholders, causing market imbalance and triggering a crisis (Pan et al., 2019). In the midst of the COVID-19 pandemic, legal issues have arisen that could have serious consequences for the insurance industry, depending on how legislation or courts respond. The most obvious example is business disruption. Even in the absence of a pandemic, insurance professionals may find it hard to maintain up with lawsuits, court cases, legislative changes, and other legal developments that affect insurance coverages and operations. (Khir, 2021)

6.0 DISCUSSION & RECOMMENDATION

Strength	Weaknesses
<ul style="list-style-type: none">• Pamphlet that shows low price• High ability to enter different customer segments	<ul style="list-style-type: none">• Lack of product promotion and advertising• Some staff are lacks skills
Opportunities	Threat
<ul style="list-style-type: none">• New customers from online channel during covid-19• Islamic banking rapidly expands and government eager to expand this sector	<ul style="list-style-type: none">• Natural disaster covid-19• Intense competition in insurance industry

6.1 STRENGTH

Strengths in an organization's attributes that are deemed necessary for a project's ultimate success. Resources and capabilities that can be used to gain a competitive advantage are referred to as strengths.

6.1.1 Pamphlet that shows low price

Insurance companies have played an active and significant role in both the financial market and the economy as a whole. The primary business activity of an insurance company is the sale of insurance products. This concept is very basic and involves matching a company's offerings to those of the customers who want them. This ensures that the company's profitability increases. This company, Muqmeen Group, sell insurance to people. According to (Dutta, 2020) insurance is a contract between two parties in which one agrees to assume the risk of the other in exchange for a consideration known as a premium and promises to indemnify the party if an uncertain event occurs. As this company offers low price compared to others, which is they are offered about RM50 in PruBSN Anugerah Plus Plan meanwhile the other company started their plan the lowest price is RM 100, such as Etiqa, Great Eastern and many more. For this, it gives more powerful to company gain more customer and profit to them. At the same, they need to maintain the way they market the product to people, so that they can build the trustworthy with the customers.

Therefore, consumers are increasingly open to new propositions based on different variables such as security, mobility, and different types of coverage as prices have become more transparent, and these propositions necessitate new, dynamic pricing structures.



Diagram 1: Pamphlet that show in the low in price

Recommendation

To remain profitable in the future, insurance companies must seek out new revenue streams and cost-cutting measures. In the current state, especially in the insurance industry, claims processing is a resource-intensive task that results in high insurance costs (Hoffmann, 2021). On the other hand, if insurers want to maintain a competitive advantage in the insurance industry, they must effectively adapt to new technological, market, and consumer complexities with better, more dynamic pricing.

6.1.2 High ability to enter different customer segments

Next, for this part, this paper analyses the impact of social in the organization. Face-to-face meetings foster stronger, more meaningful business relationships while also providing more opportunities to socialise with clients and co-workers. It is also easier to read nonverbal communication signals such as body language and facial expressions. Insurance professionals unanimously agreed that face-to-face communication is the most effective for persuasion, leadership, engagement, decision-making, and so on. Following that, they will be able to respond quickly to industry developments and be regarded as a "thought leader" or "expert" in your field.

Based on the observation, this company expand into new target markets by meeting personally. As they want to gain more profit, they are not only focused on "high class" people, but they also seek people who work in government and self-employed to make more various connections. Within that, when some of them have insurance, they will tell others about the benefits of insurance. Then, people will look up the insurer and buy it with them. (Dutta, 2020) was said, increased insurance awareness is assisting people in becoming more aware of the risks that can be covered by insurance. Changes in lifestyle are increasing risk, providing an opportunity for insurance companies to develop newer products. The transfer of risk through insurance outcomes in societal benefit because of an enhanced socio-cultural environment.

Recommendation

To expand this strength, they maybe expert in face-to-face meeting, but they also need to know how to attract more clients with enhance more credibility and trust towards them. Clients prefer to buy from people they know and confident, the impression you make during the meeting is a major deciding factor in their trust in you. Everything from your attire and tone of voice to the stiffness of your handshake provides an authentic way for your customer to get to know you (Pisoni, 2021). Customers also can find them on the social media platforms that they prefer. Insurance professional can choose to maintain a presence on specific platforms that correspond to their target audience.

6.2 WEAKNESSES

Weaknesses are factors that could prevent a project from succeeding. Weaknesses include a high level of rivalry between departments, a poor internal communication system, a lack of funding, and an insufficient supply of materials. This part describes and discuss about the organization's weaknesses, which are poor in technological and human resource.

6.2.1 Lack of product promotion and advertising

To begin with, there is a deficiency in the management of information systems. An information system used to make decisions, analyse data, and visualise data in an organisation is known as a management information system. As a result, bad

information system management can have a negative impact on an organization's operations.

As observation had been conducted, they lack product promotion and advertising. They do not know how to promote their products and services to any tools or social media. Not only that, but they are also so focused on how to fascinate people by meet personally to them.

They do post some advertisement on social media but the creativity and skill on the poster does not attract the attention of the public. Next, they use the old brochure or pamphlets to customer which is the information on the pamphlets was longstanding without update any new information on that. Within this point, the customer will be left behind about new policy or any news about insurance life as they do not know how to manage the social media or advertising.

Recommendation

To overcome this weakness, they should invest more on advertising and hire an expert person in social media. They must expand their best talent to include people who can design infographics, agile social media coaching, and customer-experience design. Leaders may help enable this transformation by upskilling personnel who are best suited to the organization's current demands and bolstering its external hiring skills (Zawislak et al., 2018). This can help them to become more familiar and attract more people about awareness or advantages for having an insurance. As (Dutta, 2020) was said, insurance businesses deal with big databases, and keeping them up to date through the use of cutting-edge technology is a tremendous benefit to the industry. Insurance businesses can now sell their goods through their internet and this has made their job of delivering customer support much easier and quicker.

6.2.2 Some staff are lacks skills

Next, among the issues observed in the organization is some of staffs are lack in performance management. An organization should concern about this part because this is an important to them to handle the works. Hence, it effects the performance management to the company.

From trainee's observation, it can be said that some of them did not have any experience in working. They also do not know how to arrange the profile of customer

and the leader need to assist them and told them to do something. Thus, when the manager needs important documents, they do it slowly and it takes time to settle the documents. Organizations must pay more attention to their human resources because human resource practices help maximize employees' competencies within the organization. In comparison to their competitors, human resource management practices can create organizations that are distinguished by intelligence, flexibility, and competence (Cherif, 2020). This is shows that they need more training on management to make the task work efficiently.

Recommendation

Based on that, the manager should train them on management accurately as they work in office. So, they need to know how to handle all the task quickly without asking from someone. Staff must be encouraged to set aside regular time to work on achieving their goals and personal development plans. Managers must also check in with their employees on a regular basis (Abidi, 2020). They must provide frequent, effective feedback and use coaching skills to assist their team members in overcoming challenges. Lastly, they also need to identify learning and performance improvement opportunities.

6.3 OPPORTUNITIES

Opportunities are defined as external elements that may be useful in achieving the project's objectives. These aspects could include vendors who want to work with the company to help it succeed, the general public's positive perception of the company, and market conditions that make the project appealing to the market segment.

6.3.1 New customers from online channel during covid-19

Economic factors have a significant impact on how a company does business and how profitable it is. In addition, this part gives opportunities to the company as to expand their products to others.

Based on observation it was found that Covid-19 pandemic gave an effect towards insurance industry. As we know, Covid-19 was spread around the world and because of that most people were died in this disease. People who have an insurance can claim the insurance if they have infected the covid-19 but certain people who aware

about the insurance but does not have an insurance, they feel like they need to have it. Due to this, they got new customers from online channels. According to (Dutta, 2020) people's awareness have increased significantly, encouraging them to purchase insurance policies to cover their risks. Insurance companies are quickly establishing themselves as major players in the security market. Because these companies have a lot of spare cash, they're putting it to good use in the security market.

Recommendation

As the pandemic progressed, it became clear that people's attitudes toward technology had shifted. People quickly adopted technological solutions to help them get through the day. They need to active more on social medias and ask other friend of friends to join them.

They must ensure that clients' trust and confidence are maintained (Pisoni, 2021). Many insurance companies implemented measures to assist their customers throughout the crisis. It is the responsibility of insurers to ensure that customers fully understand what they are purchasing, what they can expect to receive, and what is and is not covered.

6.3.2 Islamic banking rapidly expand and government eager to expand this sector

Political also one of the big roles for this company to become more thrive. In this modern era, many people conscious about shariah compliant in every matter and this becomes a great opportunity for insurance companies that practice shariah compliant.

In Malaysia, Islamic banking is swiftly expanding, and governments are eager to enlarge this sector. This is because, many Malaysians are Muslims, and they must follow the rules set by the religion. For this company, they sell their services according to the standards set by the shariah. Takaful development and demand have been on the rise since 2012, owing to increased consumer awareness of the products (Mokhtar, 2017). Thus, more people can buy and serve their services without any doubt.

A sophisticated business environment, a robust regulatory and supervisory framework, and an increasing population are all factors contributing to the growth of takaful markets (Md Husin & Haron, 2020). The takaful industry's landscape is

expected to become more broader and challenging in the coming years, with emerging economies and structural reforms affecting the market environment.

Recommendation

To sustain this, in order to appeal to their targeted market segment, it is important for this company to focus on Shariah-compliant products as their main selling point. The government also need to make a move in order to exposed about Islamic banking or insurance to other company. Enhanced collaboration with agents and brokers is critical for expanding market reach and establishing a better market presence (Liang, 2019). Not only that, Financial institutions have the opportunity to reach out to more enterprise customers, particularly SMEs. The recognition and appreciation of the economic and social benefits provided by shariah protection can help them attract more corporates and organization's to subscribe to insurance.

6.4 THREATS

These external elements may have a significant impact on the project's or business venture's success. A negative public image, a lack of ready-made markets for the final product, and a shortage of vendors capable of supplying raw materials for the project are all potential threats.

6.4.1 Natural disaster covid-19

Many countries throughout the world have enforced a country-wide lockdown, effectively shutting down all companies save those that are vital. Aside from the astounding number of deaths and infections around the world, the pandemic has an impact on businesses and livelihoods in a variety of ways that will forever change the planet.

From my observation, the impact from covid-19, they lost some of their customer as some of them maybe lost their job. Hence, they have another commitment to settle it to their family or others, and they also need to pay monthly to the insurer. the Human Resources Ministry reveals that 99,696 Malaysians have lost their jobs since the implementation of the movement control order (MCO) in March (Tan. T, 2020).

Recommendation

According to (Meitei & Singh, 2021), Insurers must keep a close eye on their portfolio and reallocate resources to lines of business that require more client care and attention. Following that, as limits are lifted, insurers will need to pay close attention to assisting their clients and intermediaries in 'kick-starting' their operations.

Lastly, customers should be given additional guidance and support to secure their property during the shutdown. They also need to self-motivated during this pandemic so that they can expand their company during the pandemic.

Despite the odds against us, we have a solid team of talented individuals who have remained self-motivated and productive. Throughout the various phases of the movement control order, our agency personnel continued to provide the greatest level of service to our consumers (Khir, 2021).

6.4.2 Intense competition in insurance industry

In the insurance industry, competition has always been a source of unease. Another threat for Muqmeen Group is, there are many insurance companies that they need to compete. As this company represent for Prudential BSN Takaful company, they need to sustain the name.

As we know, they are many insurance companies that become broader. For example, Allianz Life, Great Eastern, Etiqa Insurance and more. Insurer competition may push premiums down to the point where there is a substantial danger of failure (Pisoni, 2021). This factor make they become very careful to deliver more content, therefore, they can encourage outsiders to join their insurance companies. Since Muqmeen Group provides shariah-compliant based services, it has been a huge challenge to this company. They need to be diligent in conveying information to their customers where many insurance companies provide the same service. The expectations of customers have shifted. Customers had few options in the past when it came to comparing rates across local agents or dealers when purchasing goods or services.

Recommendation

To deal with this threat, they should be more creative when it comes to new products and services. It is a basic fact that insurers will be unable to retain consumers

unless new products covering new markets and risks are introduced. Next, Increasing government clout. It will be important for insurers to consider how to improve public trust as they seek to influence government policy and regulatory developments (Hoffmann, 2021)

7.0 CONCLUSION

To sum up this report, Muqmeen Group has a big potential to become a success company. With this report, I can analyze the pestel and swot analysis to identify their strength and weaknesses of this company.

Following that, internship is a great programme that I would recommend to my friends. It aids in the enhancement and development of my skills, abilities, and knowledge. It was a good experience and memory because I gained not only experience, but also new friends and knowledge. The company's treatment was just, equitable, and professional. I've learned from various units and people.

From my observation, low price in their product become one of the advantages to Muqmeen Group as people afford to buy this product even the product is the basic plan for their family or individual. Next, for the weaknesses, they need to improve their technology tools and skill, so they can know how to expose the content and market their product to the social media. For opportunities, the company can grab the chance as this pandemic become one of the vital to gain their profit like they can make a new friend turn into a customer. This pandemic also boosts their product as the patient who was infected in covid-19 can claim this insurance. Lastly, threat. Not only Prudential Bsn who sell this product, but they are many brand insurances which is sell the same product as this company. So, they need to enhance their style and creativity to bring up their name to make people more become realize that they have the best product that they can offer to others.

As this internship train me on how to work, I hope I can gain more experience in this insurance industry because it gives me a lot chances to do this work since I study in Business Admin. (Finance). I hope in the next five year I become a professional person in this industry and can help people to settle their problem that involve with financial.

8.0 REFERENCES

- Abidi, H., de Leeuw, S., & Dullaert, W. (2020). Performance management practices in humanitarian organisations. *Journal of Humanitarian Logistics and Supply Chain Management*, 10(2), 125–168. <https://doi.org/10.1108/JHLSCM-05-2019-0036>
- Cherif, F. (2020). The role of human resource management practices and employee job satisfaction in predicting organizational commitment in Saudi Arabian banking sector. *International Journal of Sociology and Social Policy*, 40(7–8), 529–541. <https://doi.org/10.1108/IJSSP-10-2019-0216>
- Dutta, M. M. (2020). Health insurance sector in India: an analysis of its performance. *Vilakshan - XIMB Journal of Management*, 17(1/2), 97–109. <https://doi.org/10.1108/xjm-07-2020-0021>
- Hoffmann, C. H. (2021). A double design-science perspective of entrepreneurship – the example of smart contracts in the insurance market. *Journal of Work-Applied Management*, 13(1), 69–87. <https://doi.org/10.1108/jwam-08-2020-0037>
- Jain, V., Chawla, M., Ganesh, B. E., & Pich, C. (2018). Exploring and consolidating the brand personality elements of the political leader. *Spanish Journal of Marketing - ESIC*, 22(3), 297–320. <https://doi.org/10.1108/SJME-03-2018-0010>
- Khair, Z. (2021, February 24). *Full impact of Covid-19 on insurance industry yet to fully manifest*. <https://www.malaysiakini.com/announcement/564218>
- Liang, H. (2019). Recapitulation of the relationship between economic thoughts and realities. *China Political Economy*, 2(1), 123–135. <https://doi.org/10.1108/cpe-04-2019-0009>
- M, J., Pascal, M., & Flamand, T. (2019). *Insurance and social media Reinventing a “social” model for insurance*. <https://www2.deloitte.com/content/dam/Deloitte/lu/Documents/strategy/insurance-social-media.pdf>
- Md Husin, M., & Haron, R. (2020). Takāful demand: a review of selected literature. *ISRA International Journal of Islamic Finance*, 12(3), 443–455. <https://doi.org/10.1108/IJIF-03-2019-0046>

- Meitei, M. H., & Singh, H. B. (2021). Coverage and correlates of health insurance in the north-eastern states of India. *Journal of Health Research, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/jhr-07-2020-0282>
- Mokhtar, A., Syahrums, H., Aziz, A., Hilal, I. M., & Noraziyah. (2017). Corporate demand for general takāful in Malaysia. *ISRA International Journal of Islamic Finance, 9*(2), 164–184. <https://doi.org/10.1108/IJIF-08-2017-0024>
- Olano. G. (2020). *Malaysia's general insurance sector to contract due to COVID-19 | Insurance Business*. <https://www.insurancebusinessmag.com/asia/news/breaking-news/malaysias-general-insurance-sector-to-contract-due-to-covid19-236773.aspx>
- Olano.G. (2020, February 28). *Malaysian life insurance market to surpass US\$13 billion in 2023 – report | Insurance Business*. <https://www.insurancebusinessmag.com/asia/news/breaking-news/malaysian-life-insurance-market-to-surpass-us13-billion-in-2023--report-215201.aspx>
- Pan, Y., Deng, X., Maqbool, R., & Niu, W. (2019). Insurance Crisis, Legal Environment, and the Sustainability of Professional Liability Insurance Market in the Construction Industry: Based on the US Market. *Advances in Civil Engineering, 2019*. <https://doi.org/10.1155/2019/1614868>
- Pisoni, G. (2021). Going digital: case study of an Italian insurance company. *Journal of Business Strategy, 42*(2), 106–115. <https://doi.org/10.1108/JBS-11-2019-0225>
- Tan, T., Carvalho, M., & Hemananthani, Sivanandam Rahimy, R. (2020). *Nearly 100,000 Malaysians have lost jobs since start of MCO, says HR ministry*. The Star. <https://www.thestar.com.my/news/nation/2020/12/09/nearly-100000-malaysians-have-lost-jobs-since-start-of-mco-says-hr-ministry>
- Team, A. (2021). *Malaysia: New business premiums fall by 3.2% in life sector in 2020*. <https://www.asiainsurancereview.com/News/View-NewsLetter-Article?id=76124&Type=eDaily>
- Zawislak, P. A., Fracasso, E. M., & Tello-Gamarra, J. (2018). Technological intensity and innovation capability in industrial firms. *Innovation & Management Review, 15*(2), 189–207. <https://doi.org/10.1108/inmr-04-2018-012>

APPENDICES

PruBSN AnugerahPlus

Enhance your protection with PruBSN AnugerahPlus. When the unpredictable moments occur, you know that you are well prepared. You can build your own comprehensive protection from our riders. Don't worry, with PruBSN AnugerahPlus, you can count on us to protect you, financially, when you have to face the life uncertainties.



Affordable

Choose own coverage according to your own budget from as low as RM50 per month.



Customisable

Attach your preferred riders that suit your needs for a comprehensive coverage.



Exclusive

An exclusive plan that offers you protection, investment and opportunity to do good deeds at the same time.



Beyond the Spirit of Takaful

Allow you to help deserving hardcore poor and poor families to be protected with basic family takaful coverage.

CANCER PROTECTOR

Provides coverage for Cancer¹ and early stage Cancer. You may receive a lump sum amount upon the diagnosis of early stage Cancer.



Sum Covered for

- Carcinoma In-Situ
- Early Prostate Cancer
- Early Bladder Cancer
- Early Chronic Lymphocytic Leukaemia

Sum Covered for

- Cancer

¹Cancer is defined as any malignant tumour positively diagnosed with histological confirmation and characterized by the uncontrolled growth of malignant cells and invasion of tissue. The term malignant tumour includes leukemia, lymphoma and sarcoma.

MEDIC PROTECTOR

Set your worries aside as there is no lifetime limit to your medical protection with Medic Protector. You will have financial support in the event of hospitalization, surgery or selected outpatient treatments. You will also receive high coverage on selected critical illnesses.



Contribution Options

There are two contribution options that you can choose based on your preference:

(a) Step-up Contribution

With Step-up Contribution, your Medic Protector contribution will vary every 3 years.

(b) Level Contribution

With Level Contribution, your Medic Protector contribution remains level throughout the term.

The diagram below shows the difference between Level and Step-Up contribution:



*Notes:

• Your Medic Protector contributions are not guaranteed regardless of the contribution option chosen (whether step-up or level). We may revise the contribution and Tabamu² due to unfavourable circumstances such as medical cost inflation and higher utilisation of medical services, at any point of time by giving you 30 days written notice. Please refer to the plan illustration for further details for your contributions.

• For more details of Medic Protector, please refer to Medic Protector brochure.













PruBSN Anugerah *Plus*

Perindungan Medikal Unlimited
Seumur Hidup Dengan Had Tahunan
Bermula
RM1,000,000



- Pilihan Tempoh Perlindungan Mengikut kesesuaian
- Ihsan (MicroTakaful Jariah) Mencarum Sambil Menderma
- Pampanan Khas Kanser
- Perlindungan Sehingga 43 Jenis Sakit Kritikal
- Perlindungan Kemalangan
- Pelan Serendah RM50

	<p>HIGH PROTECTION</p> <p>From RM350,000* + Up to 400% Accidental Cover</p>		<p>HAD PERLINDUNGAN YANG TINGGI</p> <p>Dari RM350,000* + Sehingga 400% Perlindungan Kemalangan</p>
	<p>IDEAL FOR KIDS</p> <p>Planning for the Next Generation</p>		<p>IDEAL UNTUK KANAK-KANAK</p> <p>Perancangan untuk Generasi Akan Datang</p>
	<p>BUNDLED WITH SPECIAL BENEFITS & CUSTOMISABLE</p> <ul style="list-style-type: none"> • Accidental Death Cover • Infectious Disease • Level Term Rider • <i>Khairat</i> • <i>Haji Protection Rider</i> 		<p>BERSERTA MANFAAT KHAS DAN BOLEH DIUBAH SUAI</p> <ul style="list-style-type: none"> • Perlindungan Kematian Akibat Kemalangan • Penyakit Berjangkit • Rider Level Term • Rider Perlindungan Haji • <i>Khairat</i>
	<p>AFFORDABLE & FLEXIBLE</p> <p>From RM100/month</p> <p>Payment Term 5, 10, 20, Full Term</p> <p>Maturity 20 years, Age 70, 80, 90, 100</p>		<p>ANEKA PELAN PILIHAN DAN MAMPU MILIK</p> <p>Dari RM100/sebulan</p> <p>Tempoh Bayaran 5, 10, 20, Tempoh perlindungan penuh</p> <p>Tempoh Matang 20 tahun, Umur 70, 80, 90, 100</p>
	<p>HIGH NON MEDICAL LIMIT</p> <p>Up to RM2mil NML for easy sign up <i>(Applicable to certain age group only)</i></p>		<p>HAD TANPA REKOD PERUBATAN YANG TINGGI (NML)</p> <p>Sehingga RM2juta NML untuk langganan yang mudah <i>(Terpakai untuk umur tertentu sahaja)</i></p>

*minimum RM250,000 for juvenile plan / minimum RM250,000 untuk pelan kanak-kanak.
Note: HIBAH here is used for acronym only / Nota: HIBAH yang digunakan di sini adalah untuk akronim sahaja.

