

BUSINESS RESEARCH

RESEARCH ON THE MARKETABILITY OF LIFE INSURANCE
IN MALAYSIA. (79 - '83)

by

MARINAH BT. MOHD. ALIM	82194766
ROSNALIZA BT. MOHD. RAZALI	82236839
SAFURA BT. MOHD. DOM	82098750
ZARINAH BT. MARJAN	82178997
ZURINA BT. MOHD. NORDIN	82552941

ADVISOR:-

MR. TAN LIAM SENG.
SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM, SELANGOR.

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SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM, SELANGOR.

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SUMMARY

Insurance a name many have heard of but seldom bothered to probe deeper. Insurance in Malaysia is developing although at a slow rate compared to the other industries. In spite of the growth over the last ten years, in global terms the Malaysian insurance market can be considered relatively small. This research was conducted to find out the marketability of life insurance, to find out how aware the public are of life insurance and to make recommendations.

Chapter One as an introduction, hypothesis, methodology, scope of study, limitations and the definition of terms used in the report.

Chapter Two will focus in the related literature, some related books and articles which were used as our reference for this research were listed.

Chapter Three deals with the primary data collected by personal interviews and questionnaires both with the insurance companies and the public. Desk research is also included in this chapter.

Chapter Four looks into the growth and development of the life insurance industry in Malaysia. The data were gathered from the Director-General of Insurance (DGI) report from 1979 to 1983.

Chapter Five will report on the findings that were obtained for the purpose of this research.

Chapter Six shows the test used for the hypothesis.

The last chapter not only concludes the research but also the recommendations made to improve the market situation.

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