

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
**FACTORS THAT CONTRIBUTE TO THE SUCCESS OF
CONSULTANT OF PUTRA & ASSOCIATES**

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I hereby declare that:

This work has not previously been submitted in substance for any degree, locally or overseas, and is not being submitted for this degree or any other degree.

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This project paper is the result of my independent work and investigation, except where otherwise stated.

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All verbatim or paraphrased material, marks and sources of my information have been specifically acknowledged.

Signature

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TABLE

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1. INTRODUCTION

1.1 Company Profile

This research is conducted at Kota Kinabalu area. It is also by the name of Etiqa Takaful formerly the company was known as MNI Takaful Sdn. Bhd. In the years of 1998, the name was changed into Takaful Nasional Sdn. Bhd. Then, by the end of the year 2007, the name was changed again into Etiqa Takaful Bhd. This name was changed into Etiqa Takaful Bhd, because it is acquired by Maybank Group through its sub company. Therefore from that time onwards, which is on 15th December 2005, the company which is now known as Etiqa Takaful Bhd is acquired by Maybank Fortis Holdings Bhd.

Etiqa Takaful is changing both their internally and externally today, with their new identity and logo of the company. The name is unique, personified by core brand idea of "Humanizing Insurance". The logo is dynamic, daring and distinctive. Meanwhile, it holds strong to basic family values with the face reflected and the "TQ" representing company appreciation to all their customers. Therefore, the company believes that this new brand name and logo symbolizes changes, not just only physically, but internally as well. The company hopes, with the changing it may satisfy the customer need and also improved the self-esteem of their consultant.

Moreover, Etiqa Takaful Bhd has a branch at Kota Kinabalu and Putra & Associates are they agent. Putra & Associates was opened by Encik Pg. Hj. Putra bin Pg. Hj. Omar in the year of 1999. At the time, Putra & Associates has known as Putra Agency and was located at Asia City Kota Kinabalu. Then, Putra Agency has moved into Api-api Centre Building near to Etiqa Takaful Bhd in order to make the operation of the office run efficiently.