



**DEMAND OF MICROTAKAFUL PRODUCT IN SOUTH AREAS
OF MALAYSIA**

NOR IDAYU BINTI SUMARI (2012564323)

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (FINANCE)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2015



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (FINANCE)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

NOR IDAYU BINTI SUMARI (2012564323)

Hereby, declare that:

- This work has not previously been accepted in substances 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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature:.....

Date:.....

LETTER OF SUBMISSION

January 2015

The Head Program

Faculty of Business Management

University Teknologi MARA

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300 Melaka Bandaraya Bersejarah

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**Demand of Microtakaful Product in South Area of Malaysia**” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely

.....

Nor Idayu Binti Sumari

(2012564323)

Bachelor of Business Administration (Hons) Financ

TABLE OF CONTENTS

LIST OF CONTENTS	PAGE
TITLE PROJECT	i
LETTER OF DECLARATION	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v - vii
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x

CHAPTERS

1. INTRODUCTION

1.0 Introduction	1- 3
1.1 Background of Study	4 - 6
1.2 Problem Statement	6 -7
1.3 Research Question	8
1.4 Research Objective	8
1.5 Scope of Study	9
1.6 Significant of Study	9 - 10
1.7 Limitation of Study	10 - 11
1.8 Definition of Term	12 - 13

ABSTRACT

Most of low income and poor do not have financial protection in mitigating their financial losses. The need for financial protection among the low income and poor is crucial. There are many people who become poorer struggling with their life to cope with vulnerability. Most of these people have sold their assets; borrow money, young kids are forced to work to support their family. This scenario can be seen whereby there are demand of microtakaful product is still low in our market. Thus researcher believed that there are loads of factors might be underwrote to the demand of the microtakaful that need to be revealed especially in Malaysia in order to encourage more low income and poor people to contribute to this scheme. The main purpose of this study is to delve into the matter further and explore selected factors that can be considered to be contributed for demand of microtakaful product in Malaysia. The study was conducted on respondents with low monthly income and those who fall into the poverty level category. Primary data was used in this study using distribution of questionnaire. A 150 set of questionnaires had been designed and distributed in order to obtain a quantitative primary data for this research. From the findings, all independent variables have significant result toward dependent variable and indicate that an awareness level is the best predictor to the demand of microtakaful product in Malaysia.