

Title of Thesis	Study on Life Insurance Marketing
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ABSTRACT

The purpose of this research is to study and research about life insurance business in Miri. The study is conducted at IBS College located at Miri, Sarawak.

For this research, 50 questionnaires were distributed; all were returned and utilized for this research. The sample was limited to a population that was easily accessible. A questionnaire was developed and used to gather data for this research. The data for the research was analysing using pie chart by finding percentage.

Based on the data analysed, majority Mirian expect the insurance agents have good communication skill and an excellent customer services. Good communication can make you more confident while you sharing product to your clients and also representative that you know your product of knowledge very well.

An excellent customer service is important for every customer. It also includes friendliness to customer and to understand customer's needs. While insurance company can do well in these two parts, sure the customers are very satisfying with the services.