

LAPORAN AKHIR LATIHAN INDUSTRI DI  
KURIMA INSURANS (M) BERHAD  
KOTA BHARU, KELANTAN

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KOLEJ UNIVERSITI SAINS DAN TEKNOLOGI MALAYSIA  
(KUSTEM)

2005

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Final report on industrial training at Kurnia Insurans (M) Berhad,  
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**FINAL REPORT ON INDUSTRIAL TRAINING AT  
KURNIA INSURANS (M) BERHAD,  
KOTA BHARU, KELANTAN**

**BY:**

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BACHELOR OF MARKETING MANAGEMENT**

**Industrial Training Report Submitted  
To**

**Department Of Marketing and Management  
Faculty of Economic and Management  
University College of Science and Technology  
Malaysia  
(KUSTEM)**

**2005**

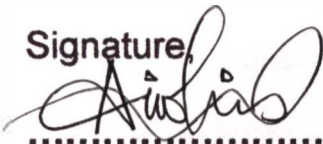
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## Authentication Of Original Report

I am Nik Adilah Binti Nik Pa, Matric Number UK8801


I declare that the Industrial Training Report for PGN 4799 course is produced with my own effort. All forms of writing contained in this report are based on my views and opinions with regard to the application of theories and experiences gained during the Industrial Training. Faculty of Economic And Management (FPE), KUSTEM therefore is not bounded with the content of the report.

Signature



Name : Nik Adilah Binti Nik Pa  
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## APPRECIATION

Acknowledgments,

Many colleagues and members of Kurnia Insurans (M) Berhad have offered helpful comments and suggestions to make this Industrial Training Report a reality.

After two and half month of Industrial Training at Kurnia Insurans (M), Kota Bharu branch, a special thanks goes to Mrs. Khatijah Omar for her helpful guidance and much appreciated encouragement and counsel. Thank you madam!

I also want to thank the members of Kurnia Insurans (M) Berhad, Kota Bharu branch particularly Mr. Lee, the Branch Manager for giving me this golden opportunity to undergo the industrial training at Kurnia Insurans, thus enabling me to gather some working experience.

I owe a special word of thanks to my supervisor Mrs. Suzilawati, Kurnia Insurans Administrative Executive for her useful and important information. As usual, the Marketing Executive also assisted me to taste the 'real situation' as a Marketing Executive. They have earned particular praise.

A particular praise also goes to Mrs. Norhafiza, Underwriting Executive and the members of the underwriting department that were involved in teaching me the

system to manage documents, finding and locating sources of information in formatted computer and ways to communicate effectively with customers etc.

Another special thank you goes to Miss Juhanis who has given me a lot of crucial information on customer's claims and helpful insights about customer's attitude. She was also willing to share some experience, ideas and exiting stories on claims.

Not to forget to my lovely mom and dad who always support me from behind that really hope to see me succeed in my education and life. Without them am I nobody. Also thank you to my sweet sister, the person who guides me in English language. May Allah bless them.

Finally, I would like to acknowledge all people that were directly or indirectly involved in providing the information and endless commitment to me.

*Wassalam....*

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## **EXECUTIVE SUMMARY**

As a Bachelor of Marketing Management under Faculty of Management and Economic student, it is compulsory for me to do the Industrial Training for two and half months at any private organization and I had already chosen Kurnia Insurans (M) Berhad, Kelantan branch as my Industrial Training organization.

This Industrial Training exactly focuses on its core objective where it enables me to gather and to undergo some real working experience. Along the practical training, I had involved in three main departments, which are Underwriting Department, Claim Department, and Marketing Department. I was at Underwriting Department for seven weeks, Claim Department for three weeks and Marketing Department from week eleventh until the end of the Industrial Training. During my Industrial Training at Underwriting Department, they gave me trust to do several tasks and taught me the system to manage documents, finding and locating sources of information in formatted computer and ways to communicate effectively with customer etc. While at Claim Department, they have given me a lot of crucial information on customer's claim and helpful insight about customer's attitude. Meanwhile, when I was at Marketing Department, there were different experience that I had because the Marketing Executives assisted me to undergo the real situation as Marketing Executive where we spent a lot of time outside the office to visit agents over Kelantan to collect payment beside giving them another service such as helping the agents to solve the problems about the insurance and computer application, teach them the selling technique, give them the latest information about company activities, let them know about any additional product from the company, inform about any changes of the procedures of insurance and also give ideas on how to develop their business.

During the training, I had already recognized several problems in these three departments and as the PGN 4799 course objective where the trainee have to realize and try to apply their knowledge, positively, I had suggested a few ways of problems solving to overcome the weaknesses of the existing system and hopefully these suggestions will change these weaknesses to become the strength of the involved systems. All the information about the existing systems, problem identification, suggested solutions and also implementation and implication were completely included in this Industrial Training Report.