

THE INSTITUTE OF FINANCE MANAGEMENT



FACULTY OF INSURANCE AND SOCIAL PROTECTION

DEPARTMENT OF INSURANCE

ORDINARY DIPLOMA IN INSURANCE AND RISK MANAGEMENT (ODIRM)

YEAR 2:

ACADEMIC YEAR: 2017/2018

PROJECT WORK

The objectives of the project work

1. To conduct an independent study and write a project report
2. Demonstrate and improve personal skills, particularly on areas of time and work management, report writing and general presentation.
3. Integrate the material learnt throughout the academic period, by applying it to an open ended problem.

Supervisor's responsibilities

What is the role of the supervisor?

It is your report and not your supervisor's. They are there to provide academic guidance, to provide you with feedback on your progress and help you to make necessary changes and correction as your work progresses.

How does the supervision process work?

From the supervisor's point of view, different supervisors may have different approaches or philosophy about how frequently and to what degree they should intervene. Our experience

suggests that the number of meetings between supervisor and the student varies from about 3 to 7. With e-mail and electronic interactions, appointments do not have to be face to face and some supervisors may give you detailed written comments and send these by email.

You can expect the following from your supervisor:

- Giving you a reasonable number of appointments at times suitable to both of you.
- Providing academic feedback on your work within a reasonable period of time. Such feedback can be in various forms depending on the supervisor's preference:
 - Verbal feedback and discussion during meetings or telephone
 - Annotated comments on draft chapters (either on hardcopy or on softcopy)
 - Summary written comments in the form of a note.
 - Relevant materials to be used by candidate and its sources
 - Structure of the report
 - Reading the complete draft of your report before submission.
 - Marking the final report.

PROJECT ASSIGNMENT;

Marketing is everything you do to place your product or service in the hands of potential customers. It includes diverse disciplines like sales, public relations, pricing, packaging, and distribution. In order to distinguish marketing from other related professional services, it also includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure. Marketing activities and strategies result in making products available that satisfy customers while making profits for the companies that offer those products.

You have approached by one of predominant insurance company in the country to sell one of the company's insurance products (*product for low income earner*) and meet the target. You're required to assure the MD the following key aspect so as to acquire a contract of agreement and start working as the company agent, that are to;

1. Identify the type of the product (breath of cover) and target customer,
2. Explain different distribution strategies and methods and with reason select the suitable one to be used,

3. Explain the major challenge for selling insurance products for low income earner specifically the product of you have chosen,
4. Discuss the prospect of marketing insurance services in the region you have chosen.

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YEAR II

ACADEMIC YEAR: 2017/2018

A PROJECT REPORT ON XXXXXXXXXXXXXXXXX

NAME: XXXXXXXX
REG. NO: XXXXXXXX
SUPERVISOR: XXXXXXXX
SUBMISSION DATE: XXXXXXXX

TITLE (COVER) PAGE – (See format above)

PROJECT REPORT

Note:

- Begin each preliminary and content part on a separate page
- Headings must appear at the top of the page, positioned at the center, in capital letters and in bold text.

PRELIMINARY PAGES

Presentation of the preliminary pages takes the following sequence which involves some/more or all of the following parts;

- *Dedication*
- *Acknowledgement*
- *List of acronyms*
- *Table of contents*
- *List of Table, figures, if any.*
- *Executive Summary*

CHAPTER ONE (1.5 to 2 pages)

1.0 INTRODUCTION

- 1.1 Set the context by introducing the topic of your project. i.e. Describe what is low income earner Insurance.
- 1.2 Briefly provide a clear expression of the purpose of which your paper is expected to assert, explain, support or defend. Broadly speaking, summarize the main idea of a project and make the idea explicit to the readers i.e., Brief historical background of insurance and insurance for low income earners in Tanzania etc.,
- 1.3 Set the objective and reason of report. What do you want to achieve? Try to answer this issues
- 1.4 Finally, provide a short outline of the benefit, challenges and how you are going to handle the aspects of your project in the rest of your paper. Try to summarize on how your paper is structured

CHAPTER TWO (3 to 4 pages)

2.0 OVERVIEW OF THE STUDY

- Provide a clear description of the Tanzania insurance market specifically the market for low income earners,
- Describe the available insurance products for low income people
- Describe available insurance distribution strategies and mechanism for low income earners
- Provide a clear description about the roles and functions of insurance intermediaries

CHAPTER THREE (4 pages)

3.0 PRESENTATION AND DISCUSSION OF FINDINGS

Present and discuss the results you obtained in line with the study objectives,

- Identify the type of the product (breadth of cover) and target customer,
- Explain different distribution strategies and methods and with reason select the suitable one to be used,
- Explain the major challenge for selling insurance products for low income earner specifically the product of you have chosen,
- Discuss the prospect of marketing insurance services in the region you have chosen.

Make sure that you present and discuss your results is logically and follow the order of the objectives.

Note: these objectives are from the main question given in the first page of this document.

CHAPTER FOUR (1 page)

4.0 CONCLUSION AND RECOMMENDATION

4.1 Conclusion

- Provide an effective conclusion that will assure the MD and which gives the answer to the main questions/objectives of the project
- Your conclusion should provide a summary of what argued in before in the texts, answer the main questions and incorporate your personal view.

4.2 Recommendations

- In line with what you observed in your analysis, give your advice to the respective authority addressing the needs of your project and the challenges, if any.

5.0 REFERENCE/ BIBLIOGRAPHY

- Use either reference or bibliography as your heading for this section. In both cases, make sure that you discuss with your supervisor and agree on which term to use.
- Adhere to the alphabetical order i.e. different entries should be arranged in alphabetical order by the surname of the first author. Each entry starts with a hanging indent and 1.5 lines spacing between.
- No numbering for your list
- You list the sources that you have used in your work. Don't list sources just for the sake of adding materials to this section

APPENDICES, if any,

- Attach all supporting files/materials you used in your project, if any.

Formatting

- Font; Times New Roman, size 12.0
- Line spacing 1.5
- Alignment; Justified

NOTE;

- Please follow the structure of the project as indicated above.
- You are advised to plan your work carefully and back-up your work using different storage devices in order to avoid problems as a result of computer crash, virus attack or any other reason. Computing and printing problems will NOT be accepted as reasons for non-submission

Finally, **PLAGIARISM** is not accepted

SUBMISSION OF THIS PROJECT IS IN DECEMBER 2017