



**A STUDY ON MANY CUSTOMERS TERMINATE THE SERVICES
PROVIDED BY CELCOM (M) BHD
THE FEDERAL TERRITORY OF LABUAN**

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My sincere appreciation to my beloved wife, my lovely children who have encouraged me and for being so understanding. To my mother-in-law, my brothers-in-laws and my sister-in-laws who always beside me and helping me on taking care of my children while I am out for lectures.

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ACKNOWLEDGEMENT

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	For this research, I have chosen Celcom (M) Bhd. as my Marketing Research. Since this company was privatized under the mother company of Telekom (M) Bhd, it will bring the hope to the management and staff and the people of Sabah and Labuan Federal Territory as well for a better and quality supply of services. I will make a research on the problem : Many customers terminate the services provided by Celcom Bhd.	

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	Firstly, I would like to take this opportunity to convey my highest appreciation to Tuan hj. Abd Manan Bin Mohd Said on his assistance which lead me to a good research. I also like to extend my gratitude and sincere appreciation to Labuan Celcom Manager whom given much information on the company history and background . My thanks also goes to the staff of Celcom (M) Bhd of Labuan Federal Territory and also hand phone dealers on helping me distributing and collecting the questionnaires within the target sampling.	

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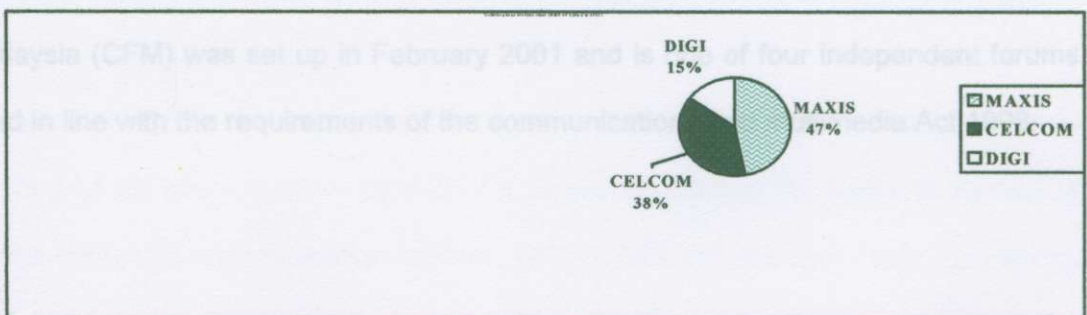
CHAPTER 1

INTRODUCTION

1.1 Introduction Of The Study

In this new decade most telecommunication companies reap better profit than before. They compete with one other in order to get more customers and capture market share. Today economic of Malaysia is more stable and this situation help all the telecommunication operators to grow faster and more successful. With the upbeat domestic economic environment providing the backdrop for private sector growth, the communication and multimedia sector is expected to be amongst the key industry beneficiaries. This is in view of the fact that communications is one of the core facilitators in thriving business conditions. In year 2003, major rationalization occurred in the telecommunications sector, which has set the platform for more focused growth by the companies concerned. ¹After Telekom merged with Celcom and Maxis merged with TimeCell acquisition effectively fitted a five to only three major or giant operators in fixed line and cellular line. Cellular phone revenue in year 2003 was RM9.49 billion. Out of that Maxis contributed 47% , Celcom 38% and Digi contributed 15%.

Chart 1



¹ Industry Performance Report 2003-Malaysian Communication & Multimedia Commission.