

**HOW TO SURVIVE IN TELECOMMUNICATION  
INDUSTRY : TM BERHAD CASE  
(FIXED LINE SERVICES)**

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## ABSTRACT

This research is a study on the marketing strategy and the SWOT analysis of TM. The purpose of doing this research is to identify the main strategy of TM that enable them to gain competitive advantage in one of its business unit that is the fixed line services and also identifying their internal strengths and weaknesses as well as external opportunities and threats that may affect their businesses. In view of the intense competition in telecommunication industry in Malaysia, it is very important for TM to have a strong marketing strategy to survive and at the same time to gain competitive advantage.

All information obtained from the research will be beneficial to TM as to strengthen their position in the market as the market leaders. Furthermore, some recommendation that obtain from the research can also be considered by the company for their references in the future.