



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

INDUSTRIAL TRAINING REPORT

UiTM KAMPUS BANDARAYA MELAKA

TM TECHNOLOGY SERVICES SDH BHD

12 AUG 2024 - 24 JAN 2025

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No. Tel. :
No. Faks :

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EXECUTIVE SUMMARY

My internship at TM Technology Services Sdn Bhd from August 12, 2024, to January 24, 2025, was an eye-opening and enriching experience that gave me a real taste of the corporate world. Assigned to the Customer Advocacy division, specifically in the Service Culture team, I had the opportunity to work on projects that directly contributed to improving customer experience at TM.

Throughout these six months, I was involved in a variety of tasks that challenged me to step out of my comfort zone. From Analyze data and populate data into insightful reporting to designing promotional materials, editing videos, and assisting in event planning, every project pushed me to learn new skills and refine existing ones. One of the proudest moments of my internship was working on the CX Day XSummit 2024, where I played a role in producing a video that was featured at the event, seeing my work on the big screen was an unforgettable experience.

Beyond technical skills, this internship helped me grow in ways I didn't expect. I became more confident in communicating with professionals, learned how to navigate a hybrid work environment, and discovered the importance of teamwork in a fast-paced corporate setting. The support and mentorship from my supervisors and colleagues made a huge difference, turning challenges into valuable learning opportunities.

Looking at TM from a broader perspective, my SWOT analysis highlighted its strong brand reputation and diverse services, positioning it as a key player in Malaysia's digital transformation. However, high operational costs, regulatory dependencies, and growing competition pose challenges. Still, opportunities in digital innovation and strategic partnerships could drive future growth

This internship was more than a requirement it was a stepping stone in my journey. The hands-on experience, mentorship, and industry insights not only sharpened my skills but also gave me clarity and confidence for the future.

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1.0 ACKNOWLEDGEMENT

Above all, I am grateful that God let me experience all the ups and downs during my industrial training. In addition, I want to thank God for showering me the opportunity, strength, health, knowledge, and chance to pursue this research, complete my internship, and compose this report in an effective way.

I would like to extend my heartfelt gratitude to everyone who has supported me throughout my internship at TM Technology Services Sdn Bhd. Special thanks to the CX Culture Collaboration and Service Culture Campaign division for giving me this incredible opportunity to learn and grow. I am especially grateful to my supervisors, En Syamizam bin Shahudin and Cik Suriani binti Abdul Khadir, along with the entire team, for their invaluable guidance, support, and insights. Their encouragement helped me enhance my skills, develop new competencies, and gain meaningful industry experience.

Additionally, I wish to express my deepest appreciation to my academic advisors and lecturers, especially Madam Norlinda, for their continuous support, motivation, and guidance throughout my internship as part of the MGT 666 course. Their encouragement and advice played a crucial role in my learning journey.

I am also immensely thankful to my family, who have been my greatest source of strength and encouragement. Their unwavering support, love, and belief in me have motivated me to push through challenges and stay focused on my goals. To my friends, I extend my gratitude for their constant encouragement, advice, and companionship, making this journey more enjoyable and fulfilling.

Lastly, my sincere thanks to everyone who played a role, directly or indirectly, in my internship journey. Your support and kindness have made this experience truly meaningful, and I will always cherish the knowledge and memories gained throughout this journey.

2.0 STUDENT PROFILE

Muhammad Suhaimi

BUSINESS ADMINISTRATION & ANALYSIS

A recent graduate with a Bachelor's Degree in Business Administration (Hons) in International Business, equipped with a strong academic foundation and relevant work experience. Developed a proactive and detail-oriented approach to problem-solving, with a focus on delivering efficient and effective solutions. Committed to contributing expertise and enthusiasm to an administrative or analytical role, driving team success while pursuing continuous professional growth.

KEY COMPETENCIES

- Computer skill
- Communication
- Microsoft skill
- Editing video skill
- Ai illustrator Adobe design
- Interpersonal skills

LANGUAGE

- Bahasa Malaysia
- English

PROFESSIONAL EXPERIENCE

TM TECHNOLOGY SERVICES SDN. BHD (Intern) Aug 2024 - Present

Section CX Culture Collaboration & Campaign, Division Customer Advocacy, Unifi

- Analyzed and populated data NPS (Net Promoter Score) data for Quarter 2 and Quarter 3
- Prepared design metrics for Unifi product discovery shoots and general service initiatives.
- Reviewed and analyzed customer feedback data related to satisfaction and events
- Designed EDMs (Electronic Direct Mail) and brochures for the Service Culture Program
- Provided event support for the Service Culture Program and engagement activities.
- Edited videos for the X-Summit TM, CX Days 2024 and engagement events

CITY-LINK EXPRESS GLENMARIE (HQ)

Jun 2022 - Oct 2022

Customer service (Backline officer)

- coordinating shipments and keeping customers informed about their parcel status
- worked closely with branch managers to ensure smooth parcel shipping
- Managed customer claim documents, ensuring forwarded to the Financial Department.

VADS BPO SDN BHD (Telekom Malaysia)

Sept 2020 - Jun 2022

Talesales Professional

- Make outbound calls to TM Unifi customers, offering internet speed upgrades
- use the CRM system to update customer information after closing sales
- Perform backend tasks, including order processing, using trackers.
- verify customer details using NOVA.

EDUCATION & CERTIFICATIONS

BACHELOR OF BUSINESS ADMINISTRATION

(Hons), International Business

Universiti Teknologi MARA (UiTM) Cawangan

Meleka

2022 - present

DIPLOMA IN BUSINESS STUDIES

Kolej Professional Baitural affiliated UiTM, Kuala

Lumpur

2016 - 2020

ACCOMPLISHMENTS

- Winner of the Xcellence Reel Rush short video competition - Xsummit 2024
- Dean's List Award Semester 5 | 2024
- Handled Talk event "PATH TO PERSONAL GROWTH TOGETHER" | 2024
- security beaurau for CSR event at Padang, indonesia | 2024
- Contestant for Minggu Aspirasi Budaya (MAYA) | 2023
- Bronze Award for International Teaching Aid Competition (ITAC) | 2023
- Participated & contestant in International Business Fiesta | 2023
- Contestant for Minggu Aspirasi Budaya (MAYA) | 2022

REFERENCES: Sir Mohd Isham Bin Abidin - Lecturer

Figure 1: Resume

3.0 COMPANY PROFILE

3.1 Company's logo, location and Operation Hours



Figure 2: Company logo

Telekom Malaysia operated their business in Menara TM, which is in Jalan Pantai Baharu, 50672 Bangsar, Kuala Lumpur however, Telekom Malaysia (TM) has relocated its headquarters to an improved location in Cyberjaya from the landmark Menara TM in Kuala Lumpur. The TM Campus in Cyberjaya is an important moment for the company since it shows its commitment to developing an innovative office that emphasizes agility, flexibility, and productivity through digital communication and a hybrid work environment.

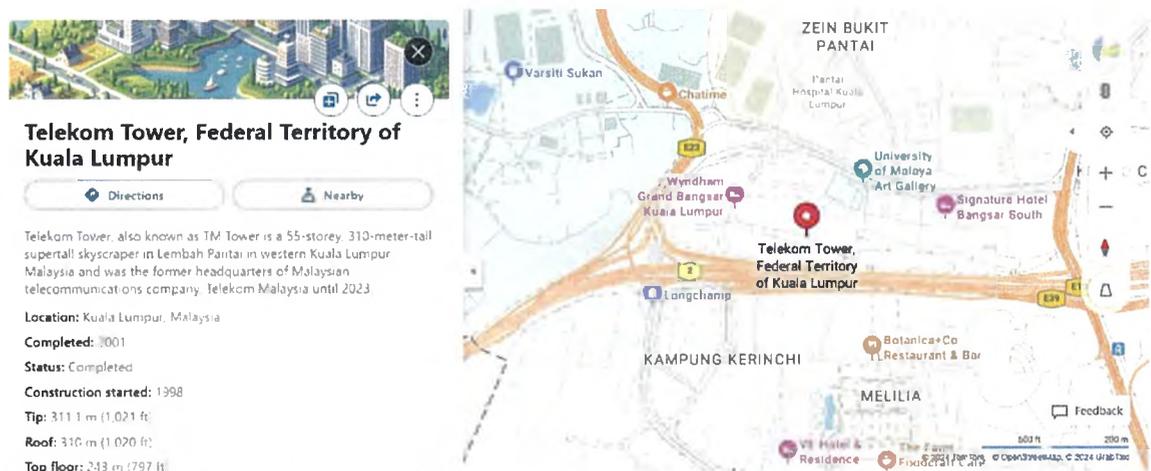


Figure 3: Location

The working hours at Telekom Malaysia are Monday to Friday, from 8:30 AM to 5:30 PM. However, my division or department implements a hybrid working system. From Monday to Wednesday, we work from the office, while on Thursday and Friday, we work from home or any other location. For office days, we have two working locations. On Mondays and Wednesdays, we work at Menara TM in Bangsar, while on Wednesdays, we work at TM Campus or TM HQ.

3.2 Company Mission and Vision

3.2.1 Mission

- For communities, we enrich everyday moments by enabling converged lifestyle solutions.
- For businesses, we enable growth by providing integrated solutions & strategic collaborations that accelerate business transformation.
- For the Government, we accelerate the nation's aspiration towards becoming a Digital Malaysia with holistic connectivity, platform and digital solutions.

3.2.2 Vision

“To shape a Digital Malaysia through technology that empowers communities, businesses & Government”

3.3 Company background established

The biggest telecommunications company in Malaysia, Telekom Malaysia Berhad (TM), is a major force behind the nation's digital revolution. Offering services in broadband, data, fixedline, multimedia, and enterprise ICT solutions, TM has transformed from a conventional telecommunications operator into a top supplier of technology and digital solutions. On October 12, 1984, Telekom Malaysia Berhad (TM) was founded after being corporatized from the old Jabatan Telekom Malaysia, a government agency in charge of the nation's telecommunications services. In 1990, TM reached a major turning point in its development when it went public on Bursa Malaysia, also known as the Kuala Lumpur Stock Exchange. With its main office at Menara TM in Bangsar, Kuala Lumpur, the corporation is still the top telecom operator in Malaysia. You can go to their official website at www.tm.com.my to learn more.

3.4 Organization Structure



Telekom Malaysia Berhad (TM) is set up to efficiently oversee its wide range of activities in many industries. Amar Huzaimi Md Deris is the Managing Director and Group Chief Executive Officer (MD/GCEO) of the company.

The structure of the business is separated into several main sections. The Commercial & Technology segment focuses on business growth, consumer services, and technology. Key leaders include Anand Vijayan (Chief Business & Consumer Officer), Jasmine Lee Sze Inn (Chief Commercial Officer, Consumer), and Shanti Jusnita Johari (Chief Commercial Officer, Consumer Strategy & Business), along with executives managing TM ONE, TM Global, Credence, network, IT, and security.

The Corporate Functions segment oversees finance, corporate affairs, HR, and procurement, led by Ahmad Fairus (GCFO), Nor Fadhilah Mohd Ali (CCO), Khaidhir Elias (CHCO), and Nor Azura Ab. Wahab (CPO).

The Governance segment ensures compliance and ethical operations, managed by Nik Azli Abu Zahar (Group General Counsel), Hawaby Sultan Muhamad (Chief Internal Auditor), Hamizah Abidin (Company Secretary), and Muhamad Asri Dollah (Chief Integrity & Governance Officer).

3.5 Products or Services

Telekom Malaysia Berhad (TM) is committed to offering a strong and broad choice of communication services with the goal to help create a Digital Malaysia. These include solutions for flexibility, streaming media, Wi-Fi, cloud services, data center management, cybersecurity, IoT, and smart services, as well as fixed connectivity (broadband and telephone). To improve Malaysia's digital infrastructure as well as bridge the digital divide, TM is needed.



Figure 4: Unifi Home and Unifi Mobile Package

For business and enterprise customers, TM offers digital transformation services under unifi Business and TM One. These encompass cloud services through Cloud α (Cloud Alpha), cybersecurity services to safeguard businesses from cyber threats, and data center management via its Tier III and Tier IV data centers. TM also provides smart solutions like IoT-enabled services for smart cities, smart healthcare, smart transportation, etc. Additionally, TM supports businesses in improving connectivity and efficiency as 5G and IoT technologies continue to grow.

Besides consumer and enterprise services, TM's wholesale division forms the backbone of Malaysia's digital infrastructure, connecting telcos, internet service providers and global carriers with network connectivity. Through its continuous investment in fibre-optic networks, 5G infrastructure and nationwide broadband expansion, TM is committed to bridging the digital divide and catalysing Malaysia's evolution into a fully digital nation.

4.0 TRAINING'S REFLECTION

4.1 Duration

I began my internship training on August 12, 2024, and it will conclude on January 24, 2024, totalling 24 weeks of comprehensive experience. At Telekom Malaysia, our working hours typically start at 8:30 AM and end at 5:30 PM, Monday to Friday, with weekends off. It has been a privilege to secure an internship at Telekom Malaysia, particularly in the Customer Advocacy Service Culture division. Throughout this program, I have gained valuable knowledge, acquired new insights, and enhanced my existing skills. This six-month internship has been an exceptional experience, offering a balanced development of both soft and hard skills.

4.2 Specific departments you have been assigned to.

During my internship, I was assigned to the Service Culture team, which is part of the CX Customer Experience, Customer Advocacy division. The Customer Advocacy division is divided into two main categories which are Customer Complaints and Service Culture, and my focus was on the Service Culture area.

The Service Culture team itself is further divided into three subgroups: Events and Engagement, Touchpoints, and Campaign and Collaboration. I was placed in the Campaign and Collaboration subgroup, which consists of six members, including myself as their intern. The team was led by Encik Syam, who also served as my supervisor throughout the internship.

The other team members included Cik Suriani, Encik Zulfadhli, Puan Husna, and Puan Norul. While Encik Syam oversaw the overall management and progress of the team, most of my tasks were assigned by Cik Suriani, with additional responsibilities occasionally provided by Encik Zulfadhli. Working within this team gave me valuable exposure to collaboration, project execution, and the dynamics of a professional workplace environment.

4.3 Roles, responsibilities, tasks, and assignments given to you.

During my internship, my responsibilities were project-based and not limited to a single task. Over the six-month period, I had the opportunity to work on a wide range of assignments across different categories. These included analyzing and populating data, editing videos, designing posters and brochures, creating EDM communication materials, and preparing reports on feedback and satisfaction scores. I also provided event support for service culture engagements and actively participated in various events and initiatives related to promoting the service culture.

One of my first assignments was the NextStar Survey, where I was responsible for populating the database, preparing reports, and presenting the results to my supervisor, Encik Syam. In terms of data analysis, I worked on several databases. For example, I conducted feedback surveys for training events such as GNT and GITN and had the privilege of presenting the results to their General Manager, Encik Shukor. Additionally, I performed NPS sentiment score analysis twice for Quarter 2 and Quarter 3.

For design-related tasks, I was assigned to redesign brochures and materials for various service culture programs, including the EQ Way Program, Shaker Program, Advanced Service Persona, Service Persona, and Rehab Program. To create these brochures, I used Adobe Illustrator (AI). I also designed EDMs, such as the Mesh Winner EDM

Video editing was one of the highlights of my internship. For CX Day XSummit 2024, I produced the video for the Eyes Race event, interviewing people while classes were done to put together for the Insights. A highlight was seeing my video play on the big screen at the event. During this time, I also captured videos for engagement events such as Catalyst Klang Valley and the Catalyst event in Kelantan and edited them for social media Viva Engage

4.4 Benefits and What I Gained

My internship experience with Telekom Malaysia also allowed me to work on multiple projects that enhance both my technical and creative skills. This was my first so-called taste of the real world where I was able to apply my learning in an industry setting and hone my skills to be dynamic, collaborative, and multitasking. Doing hands on projects you grow exponentially and when you have a team to support you, it makes it even easier which is one of the many reasons why this has been a awesome learning experience

This opportunity taught me very helpful soft and technical skills that provided tremendous improvement in my professional and personal development. By performing data analysis and interpretation, I learned how to generate insights from datasets, discover trends and successfully communicate results. It made me more aware and surely developed my problem-solving skills, helping me feel more confident when handling data-driven activities

I also honed both my general communication and creative skills, as I developed my competencies in video production in its entirety, from writing to editing. Creating compelling content taught me how to articulate messages clearly and align visuals to the branding. EDM (Electronic Direct Mail) design working also developed my digital marketing and visual design capabilities. It was a time to learn about learning to leverage tools for marketing, improving engagement strategies, and designing aesthetically pleasing email marketing campaigns.

Apart from that to my technical capability I improved my soft skills like adaptability, communication and collaboration. Collaborating with coworkers from different backgrounds enhanced my ability to exchange ideas, receive constructive criticism, and work as part of a team. I also enhanced my critical thinking and problem-solving skills by developing independent problem-solving and making informed decisions. Interacting with professionals in the corporate world reaffirmed my networking skills and business etiquette, which resulted in real connections that will span a lifetime. Overall, this internship was a very holistic experience that shaped me and my confidence, emotional quotient and ability to adapt in a fast-paced work environment.

5.0 SWOT ANALYSIS



SWOT ANALYSIS



STRENGTH

- Strong brand Recognition
- Various Service Offerings



OPPORTUNITIES

- Partnerships and Innovation
- Growing Digital Transformation

WEAKNESS

- Costly Operations
- Dependency on Government and Regulatory Policies



THREAT

- Intense Competition
- Economic Uncertainty



6.0 DISCUSSION AND RECOMMENDATION

6.1 STRENGTH

6.1.1 Strong brand Recognition

The primary fixed-line incumbent operator in Malaysia is Telekom Malaysia (TM), which as of the end of 2022 has over 72% of the fixed-broadband subscription market share. This is an indication of its authority and reliability in the telecom sector, which is based on a long history of trust and high-quality service supply. As an established national name in communication services, TM's leadership in broadband ensures an ongoing source of revenue. To show its commitment to Malaysia's digital transformation, TM is an important participant in national infrastructure initiatives including the High-Speed Broadband (HSBB) project and JENDELA (National Digital Infrastructure Plan). *Fitch Ratings. (2023)*

Telekom Malaysia Berhad (TM), with a 70-year-long history, has been an instrumental player in the science at Malaysia's telecom service provider. It was established in 1946 as Jabatan Telekom Malaysia. TM has evolved from a traditional telecommunication provider to being a foremost (JTM), TM the provider of alternative digital solutions. Telekom Malaysia (2020). To satisfy its clients' changing needs, namely TM has earmarked itself with continuous certifications. A major step towards According to TM, the decision to provide highly affordable high-speed internet access nationwide in Malaysia was made in 2010 when the company introduced UniFi, the High-Speed Broadband (HSBB) service. TM also offers complete broadband enterprise solutions and mobile services through UniFi Mobile catering to a broad customer base that spans both businesses and everyday users. TM enjoys a unique position of credibility and gains confidence, as it is a government-linked enterprise (GLC). This claim of excellence possesses through enabling and driving it further, transformed its role as a key player in Malaysia's digital transformation its role in business coalitions and national infrastructure projects

Telekom Malaysia Berhad's (TM) strong brand portfolio has greatly inspired the broadband market in Malaysia. UniFi, a fiber-optic broadband service for home and commercial customers has been part of Malaysian lives since 2010 and has seeped into the mainstream as a brand synonymous with fast internet. As of 2021, over 2.56 million fixed broadband users had registered with UniFi and proved the user acceptance and trust in the service. Services such as voice, IPTV, and high-speed internet have various UniFi services to suit the need. Extremely reliable and fast internet services are at their disposal. UniFi Business Fibre offers connectivity options of up to 2 Gbps.

6.1.2 Various Service Offerings

As one of the leading telecommunications service providers in Malaysia, Telekom Malaysia (TM) has established an expansive portfolio of services targeting various market segments. TM offers a wide range of services including broadband, fixed-line telephony, mobile, enterprise solutions, cloud computing, and digital content. UniFi, TM's flagship high-speed broadband service offering a range of speed options to meet various needs, caters to residential as well as business customers. TM, which accounted for more than 72% in Malaysia's fixed broadband market share at the end of 2022, highlighted the importance of its broadband services in its overall corporate strategy. *Fitch Rating (2024).*

Fixed-Line Telephony TM remains in the fixed-line business its traditional fixed-line services remain relevant for homes and business that require reliable voice connectivity. TM has leveraged fixed-line telephony, which is generally on the decline and can be bundled with broadband and other digital solutions to gain some stickiness with customers. UniFi Mobile, who were originally launched by Telekom Malaysia's Mobile services providers to complement its broadband services with mobile subscriptions and extend coverage nationwide. An assurance of seamless communication with other TM products, these services can be availed by both individuals and organizations.

TM ONE, TM's commercial and government division, has set up tailored solutions for businesses such as managed services, cybersecurity, and data connectivity. TM carries enterprise solutions that provide companies in Malaysia with secure, scalable and cost-effective communication tools.

Most of these are now via Telekom Malaysia's (TM) UniFi TV for digital content services. UniFi TV is a combination of streaming services and IPTV, providing a large selection of channels and on-demand programming for different types of consumers tastes. Through this service, TM can leverage the growing demand for digital entertainment and taking a significant role in Malaysian media. Variety ranges from local to international programming encompassing TV series, movie, sports, and kids programming targeting a range of demographics via UniFi TV.

The fast-growing cloud computing industry sees this thrust from Telekom Malaysia (TM) with its specialist business TM ONE Cloud. With the goal of helping companies digitally transform, this service provides scalable, high availability, and secure cloud solutions. With TM ONE Cloud, businesses can optimize workflows and processes while driving innovation from an extensive ecosystem of services. TM assists businesses in securely storing large amounts of data by providing them with data processing and storage solutions that ensure the system can access and process the data in a efficient manner.

6.2 WEAKNESS

6.2.1 Costly Operations

Telekom Malaysia's (TM) expensive operations and heavy capital spending needed for its maintenance and renewal of a large network infrastructure may be considered as a burden in the context of the telecommunications sector. To support its telecom services, Telekom Malaysia also operates various infrastructure, including data centres, mobile networks, and fixed-line internet. Telecommunication Towers and Fiber Optic Networks: A high initial investment along with ongoing maintenance costs are required to build and maintain these systems. As we are into the world of technology

The company is responsible for upgrading and expanding its network infrastructure to address the increasing demands of consumers and businesses. TM's infrastructure investment includes the deployment of 5G technology, one of TM's key infrastructures. Unlike previous generations of networks, 5G requires an entirely new network infrastructure, including new base stations, a lot more fiber connections to deliver the higher speeds, and more antennas in more places to ensure sufficient speed and coverage. TM is also expanding its Fiber optic network to additional homes and businesses, focusing on underserved suburban and rural regions. This effort requires investments in both regulatory compliance and infrastructure to provide broadband services in new areas

As its client base grows and the volume of data traversing its networks increases, TM must continuously refresh its networks to scale and handle larger volumes of data without compromising either speed or reliability. They must, for example, incorporate newer tech, such as 5G or better Fiber-optic cable, or add bandwidth, to create more reliable and efficient systems.

Telekom Malaysia has large infrastructure requirements, leading to significant up front capex and ongoing opex. The company's infrastructure includes, but is certainly not limited to, data centers, fiber optic networks, and telecommunication towers, all of which require continual investment to both expand and maintain, as well as for improvement.

6.2.2 Dependency on Government and Regulatory Policies

As TM operates within a highly regulated environment, state directives, regulations and incentives may affect the company's operations and growth. The Malaysian government influences TM's wholesale access policy and its broadband rates via its national broadband investment regulations and mandates. Seizing this opportunity, we anticipate a direct impact on TM's revenue as the government adopted the Mandatory Standard on Access Pricing (MSAP) in response to the lower connectivity prices. *Amir, A. (2019, March 11)*

TM has hugely benefitted from government sponsored efforts to increase connectivity and bridge the digital divide, especially in disadvantaged areas. One concrete example is the Jaringan Prihatin Program, a government initiative that offers aid to low-income individuals through subsidies for internet and mobile service. Through this initiative, TM calibrated its services toward national development agendas and provided affordable data plans and other services.

Companies such as TM struggle as the Malaysian government pressures the company to change the way it subsidises internet services, part of a broader economic plan. To fortify the budget, proposed cuts to subsidies could limit the funding available for programs such as broadband expansion and accessibility. Force TM to divert its resources, which could affect its ability to continue providing cheap services Malaysia plans to be more aggressive in reducing subsidies, as part of efforts to achieve fiscal consolidation, a Reuters story said. Industries such as telecommunications that depend on these financial supports to provide public goods might be affected. *Azhar, D. and Latiff, R. (2023)*

TM is also affected by policy changes, for example the recent decision of the Malaysian government to invest in 5G through a Single Wholesale Network (SWN) model. TM has supported this approach with the aim of reducing duplicated effort and accelerating the deployment of 5G infrastructure. Political leadership transitions may affect policy decisions, which may have an effect on TM's strategic policies.

6.3 OPPORTUNITIES

6.3.1 Partnerships and Innovation

The enterprise market segment will remain TM's biggest growth driver, thanks to digitalisation, cloud computing, big data analytics and 5G while TM continues the momentum of developing its services portfolio via partnership with global leading IT companies. These partnerships enable TM to enhance operational efficiency, build new products and services, and expand technological capabilities.

With the alliance with top IT firms such as AWS, Google Cloud, and Microsoft, TM is well-set to equip its customers with modern solutions. Also, these collaborations facilitate the integration of cloud infrastructure and AI-driven applications, enhancing TM's ability to meet the evolving demands of the digital landscape. Microsoft will spend \$2.2 billion over four years on cloud infrastructure in Malaysia to accelerate AI transformation in the country, it says. *Bagano, J. (2024)*. In addition, Google plans to invest \$2 billion to build a Google Cloud hub and its first data centre in Malaysia. The investment from 2030 is expected to directly contribute \$3.2 billion to the economy, while creating 26,500 jobs in areas such as cloud services and education for machine learning (machine learning literacy initiatives).

Collaborating on joint innovation projects with these tech giants allows TM to provide key value-added services intelligent networks, predictive analytics, enterprise solutions, among others that are crafted to cater to the needs of its customers. Thanks to these relationships, TM can leverage the experience of its partners and develop new products and services using their technological innovations.

Exploiting AI and big data via the collaboration could enable TM to optimize network management, minimize downtime, and enhance service quality. Deploying AI-powered insights in conjunction with advanced analytics makes operations seamlessly efficient and enhances the overall customer experience. *Azhar, D. and Latiff, R. (2024)*

6.3.2 Growing Digital Transformation

In this context, TM has placed them in a significant position as the enabler for Malaysia's corporate ecosystem, by offering an expansive array of digital critical mass infrastructure solutions that amongst others are aimed to diversify Daniel's corporate ecosystem digitalisation initiatives. With the increasing number of companies taking their work online, the need for public cloud solutions are growing. Such demand is met through solutions like TM One Cloud a secure, scalable cloud platform designed to cater to the diverse requirements of organisations regardless of their size. With data that stays within national frontiers and is also in compliance with regulations, TM One Cloud makes sure that local businesses fall in line with Malaysian privacy legislation.

The risk of cyber threats has grown in parallel with the acceleration of digital transformation. TM offers comprehensive cybersecurity solutions to safeguard companies in this digital era. TM One CYDEC provides integrated cybersecurity solutions for businesses and public sector organizations with services ranging from threat detection, incident response, and managed security services. This guarantees real-time, continuous and predictive cyber security.

Understanding the impact of SMEs on the economy, the Malaysian government has introduced initiatives to help SMEs adopt digital technology. In its role, TM can engage with SMEs in nurturing them through their digital transformation journey. Initiatives such as the MSME Digital Matching Grant and BSN's Digital Vendor Grant provide funds to motivate SMEs to adopt digital technology. This enables them to invest in essential digital tools and keep them competitive. *Khalid Fadzillah (2024)*

Seizing these opportunities not only strengthens TM's market presence but also plays a pivotal role in Malaysia's broader digital economy narrative, one that encourages innovation and competition across various sectors.

6.4 THREATS

6.4.1 Intense Competition

In the telecommunications industry, competitive rivalry is high, posing significant challenges for Telekom Malaysia (TM). Starlink satellite internet system by Space X launched in Malaysia It offers high-speed internet services, particularly targeting remote and challenging regions with little access to current structures. Starlink's entry could implement indirectly on some of TM's market share in areas where TM was brought-operate as they introduced a new competitor. *Wong, A. (2023)*

Mobile network operators and regional Internet service providers (ISPs), such as CelcomDigi and Maxis, are enhancing their broadband services with lower rates and faster speeds. CelcomDigi has expanded its offerings as part of a growing demand for high-speed fiber broadband in Malaysia to strengthen its competitive advantage over other providers. The rollout of 5G networks by these rivals gives consumers more options and at greater rivalries by providing mobile broadband that competes with traditional fixed broadband. *Pham, M. (2024)* The competitive landscape has led service providers to implement aggressive pricing strategies. For example, Maxis has just released a new Hotlink Flex Plus Fibre promotion for RM99/month which will provide a massive bundle discount to attract more customers in the low to the affordable market segment. TM must consistently innovate and offer competitive pricing to retain and expand its customer base, which can take a toll on profit margins due to these pricing limitations. *The Edge Malaysia. (2024)*

Today, in a saturated environment and with the challenges of intense competition in addition to the marketability, TM should focus on service differentiation—service quality, service integrity, service experience how to stand out in a crowded market. Investing previously in cutting-edge infrastructure and technologies, the TM will be able to cater for various market segments through the adoption of variable pricing methodologies that strikes a balance between quality goods for industry and services that are budget friendly for cost-conscious customers aided by the deployment of fast internet and rich solutions such as IoT or smart home services.

6.4.2 Economic Uncertainty

TM faces considerable headwinds as the economic uncertainty is causing pain to its customers especially on their behaviours and operating costs. So, both individuals and organizations might be forced to reduce their spending on non-essential services (enterprise solutions and premium broadband), because of rising interest rates and inflation. This expenditure cut could affect the revenue sources of TM. If TM's enterprise businesses face companies in uncertain economic climates postponing or cancelling their digital transformation projects, it may affect TM's contractual revenues. Based on a survey on Malaysian SMEs, the economic uncertainty has led to a delay in digitalization initiatives. *Abu Jaish, A., Murdipi, R., Abdul Razak, D. and Mohd. Alwi, N. (2023)*

TM is also vulnerable to exchange rate fluctuations but only on imports of machinery and technology over the year, particularly should the value of the Malaysian ringgit fall against some of the more major currencies. Such gyrations in procurement costs may hold operating margins under pressure. Inflationary pressures on labor, materials, and energy prices may have an impact on the profitability of TM, exacerbating already-strained corporate finances. Inflation can increase a company's operating costs, research suggests.

Recession might act as a demotivating factor for investors which would mean it may become difficult for TM to obtain funds to carry out capital expense projects such as building up 5G infrastructure or expanding its Fiber optic network. This may limit TM's ambitions for global expansion and technological advancement. Research has suggested that lower business expansion investment follows on from economic uncertainty. *Cheng, Z. and Masron, T.A. (2022)* Changes in investor sentiment put on by economic uncertainty can also make financial markets less favorable for long-term investments and more volatile.

TM might find it necessary to explore alternative sources for financing to mitigate this risk, such as government subsidies, public-private partnerships, or collaborations with other IT companies to share the expense of extensive infrastructure projects.

6.5 SWOT FRAMWORK ANALYSIS

	<p>STRENGTH</p> <ol style="list-style-type: none"> 1. Strong brand Recognition 2. Various Service Offerings 	<p>WEAKNESS</p> <ol style="list-style-type: none"> 1. Costly Operations 2. Dependency on Government and Regulatory Policies
<p>OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Partnerships and Innovation 2. Growing Digital Transformation 	<p>SO, STRATEGIES</p> <p>(S1, O1)</p> <ol style="list-style-type: none"> 1. Leverage Strong Brand Recognition to Foster Strategic Partnerships 	<p>WO STRATEGIES</p> <p>(W1, O1)</p> <ol style="list-style-type: none"> 1. Reduce Costly Operations through Strategic Partnerships
<p>THREAT</p> <ol style="list-style-type: none"> 1. Intense Competition 2. Economic Uncertainty 	<p>TS STRATEGIES</p> <p>(S2, T2)</p> <ol style="list-style-type: none"> 1. Diversify Service Offerings to Build Resilience Against Economic Uncertainty 	<p>WT STRATEGIES</p> <p>(W, T)</p> <ol style="list-style-type: none"> 1. Mitigate Dependency on Government Policies by Diversifying Market Focus

7.0 CONCLUSION

According to the SWOT analysis of Telekom Malaysia (TM), it has a well-known brand, strategic partnerships, and diverse service offerings that help it take an established position in the Malaysian telecom market. Given its stronghold in broadband and significant market share, TM has shown its strength and reliability as a nationwide telco provider. The company's operational versatility and fiscal soundness could be influenced by factors such as high-operating expenditure and dependency on state-owned orders.

TM should continue to leverage its strong image to form partnership in its strength will stimulate innovation to take advantage of the opportunities especially, in the projects which are the part of digital transformation It can expand its cloud and AI services to increase its customer base and market presence. A more practical method to aiding infrastructure improvements is focusing on cost optimization through powerful partnerships and operational optimization, helping manage the financial burden of new projects.

My internship at TM Technology Services Sdn Bhd was a great opportunity to gain practical experience for career advancement. During my internship, the intern was able to apply their skills to real-world projects in the areas of customer service, service management, and telecommunications operations. This exposure enhanced technical skills, analytical abilities, and understanding of the trade dynamics.

An industry specific internship at TM Technology Services Sdn Bhd was a significant milestone toward professional development and a foundation for a career in telecommunications or a related field. The practical experience gained will be invaluable for the intern's future career and will illustrate how academic study relates to real-world problems.

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APPENDIX

EVENTS AND ENGAGEMENT



SURE Training



Catalyst Engagement Klang Valley



Eyes Race 2024



CX Day – Xsummit 2024



UCC Buddy at NIC



CA Engagement Day



CX Healthy Day 2024



Nextstar Booth



Unifi Sport Day



NextSTART Training – Tambun 3 Days



Outdoor Sale – Tambun



Physical Activities – CX Healthy day



SHAKER PROGRAM – GITN