

*STUDY ON HOW THE PRODUCT OFFER AND
MARKETING OFFER CAN RECAPTURE THE MARKET
SHARE; A CASE STUDY IN TELEKOM MALAYSIA
BERHAD (JOHOR UTARA)*

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ABSTRACT

Approaching the new millenium, the era of telecommunication in Malaysia is taking a drastic turn making it a more competitive industry. Spanning the years of development, Telekom Malaysia Berhad has evolved into a major institution, a household name and telecommunication provider in Malaysia.

Telecommunications have a dominant position especially in the business community. Improvement in technology means improvement in the business. So, telecommunication industry should not stay at the same level, advancement in technology are needed towards the globalization world..

Customer acceptance towards the product offer is important to Telekom Malaysia Berhad to measure their performance and their customer satisfaction. Variety of product such as Centrex, ISDN and many more, are provided to satisfied the needs of the customer. Telekom Malaysia Berhad realize the importance of product and marketing offer to meet the expectations of the customers.

The purpose of the study is to measure the customer acceptance towards the product offer and marketing offer of Telekom Malaysia Berhad. Besides, it is to know the weaknesses that lead to the lower performance of the company. Models and theories such as the Maslow hierarchy of needs and buyer behavior models are use to measure the factors that would influence the customers.

Overall, the customer acceptance towards the product offer and marketing offer is considered poor. Factors such as the quality of the service, promotions, would influence the customer in their acceptance to the product offer. At the end of this research, several recommendations are being suggested based on the findings in helping to create and enhance the product and marketing offer towards higher acceptance of the customers.