

VIABILITY STUDY ON THE INTRODUCTION OF  
SECOND GENERATION (CT-2)  
CORDLESS TELEPHONES  
SERVICE

ADVANCED DIPLOMA IN BUSINESS STUDIES  
(MARKETING)

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## EXECUTIVE SUMMARY

The viability study of introducing CT-2 service is conducted with the objective of determining whether the concept or idea of users willingness to pay for spot coverage and outgoing-only call capability is favorable or not to the potential customers. The research is aimed at clearly identified target market, those are;

a) Business users needing mobility around the office or factory and enclosed working areas such as manufacturing or construction site and hospitals such as KLSE brokers, doctors, remisers, insurance agent and real estate agent, etc.

b) The on-the-road or mobile professional especially pager users such as site engineers, lawyers and quantity surveyors, etc.

c) The residential customers.

The information gathered from literature survey will be very useful to depict the actual trend of demand for CT-2 services from various countries such as the United Kingdom, United State and Australia. The information will also be useful as a direction or guide-lines of completing this study.

Primary data collection is important to proof positive or negative perception about CT-2 service from available literature review. Through the interpretation of primary data gathered, it will be able to depict the actual view of Malaysian population about CT-2 services.

## CHAPTER 1

### 1.0 INTRODUCTION

The research is conducted with the purpose of reducing or if possible eliminating the error in decision making. It is design or developed to enable the decision maker in Mobile Service Division of Telekom Malaysia Berhad to evaluate alternatives as objectively, accurately, and economically as possible. The viability study of introducing CT-2 service in Malaysian market is deliberately and specifically conceived and executed to bring empirical evidence, in the form of clearly defined and accurate market environment feedback, to bear on the problem or to depict the actual Malaysian population view or perception towards the concept or idea of users willingness to pay for spot coverage and outgoing-only call capabilities. And on the later stage to highlight the product sales potential.