



A STUDY OF CUSTOMER SATISFACTION TOWARDS TELEKOM MALAYSIA  
BERHAD (TM) IN KOTA KINABALU, SABAH

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## LETTER OF SUBMISSION

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The Head of Program  
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Dear Sir / Madam

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper titled "A STUDY OF CUSTOMER TOWARDS TELEKOM MALAYISIA(TM) BERHAD IN KOTA KINABALU, SABAH" to fulfil the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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Thank You

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## **CHAPTER 1.0: INTRODUCTION**

Telekom Malaysia Berhad(TM), the national communications and multimedia provider and larger telecommunications company in Malaysia, is now in the fourth. Telekom Malaysia Berhad (TM), Malaysia's broadband champion and leading integrated information and communications group, offers a comprehensive range of communication services and solutions in broadband, data and fixed-line.

As a market leader, TM is driven by stakeholder value creation in a highly competitive environment. The Group places emphasis on delivering an enhanced customer experience via continuous customer service quality improvements and innovations, whilst focusing on increased operational efficiency and productivity. Leveraging on our extensive global connectivity, network infrastructure and collective expertise, TM is well positioned to propel Malaysia as a regional Internet hub and digital gateway for South-East Asia.

TM remains steadfast in its transformation into a new generation communications provider to deliver an enhanced and integrated digital lifestyle to all Malaysians, and opening up possibilities through connection, communication and collaboration, towards our shared vision of elevating the nation into a high – income economy.

TM delivers voice, broadcast, data, and host of multimedia services to customers and business. For its widely diverging client base the company provides services ranging from fixed line and cellular telephony to the Internet delivered products. The latter includes urban broadband multimedia and radio in local loop for rural communities. Of all of TM products and services, basic telephony still contributes the majority of revenue. However, the company is aggressively expanding its reach into new business areas, such as Internet delivered services.

With a customer base more than 4.4 million, TM remains committed to increasing market penetration of the telephone, while recognizing that it's advanced, Internet based functions are keys for future growth.