



ORGANIZATIONAL BEHAVIOR

[MGT 321]



TM MALAYSIA

PREPARED BY:

NUR KAMLISA BT BUSTAMAN	2007259188
NUR FATIHA BT NGAH	2007229932
NOOR AIN IDAYU BT MOHD NASIR	2007408826
SHAKIRA IDAYU BT RAMLI	2007253498

PREPARED FOR:

MDM NIK HASIMAH BT NIK ISMAIL

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Thank you

INTRODUCTION

BACKGROUND OF TM MALAYSIA

- Established as the Telecommunications Department OF Malaya in 1946, TM charted a growth path that saw its privatisation in 1987 and listing on the Bursa securities in 1990. Over the years, TM has evolved to become the largest integrated communications solutions provider in Malaysia and one of Asia's leading communications companies. In 2007, to ensure focus and enhance shareholder value, TM BEGAN THE PROCES OF a demerger to separate its mobile and fixed services into two distinct entities. Completed in April 2008, the exercise resulted in two leading communications companies, each focused on its own core business: TM, in national fixed line services and CHAMPIONING broadband; and TM International Berhad (TMI), IN regional mobile SERVICES. Today, TM has 23,600 dedicated employees across the nation and offers a comprehensive range of services and solutions in broadband, data and fixed line. With its new vision to become Malaysia's leading new generation communications provider, TM is moving up the value chain to embrace fully the needs of its 4.3 million fixed-line customers and 1.6 million broadband customers and provide them with innovative services in an environment of service excellence.

- A partner in nation-building, TM has consistently introduced the latest technology to Malaysia, from analogue to digital and, now, IP-based services. With its every technological advance, the nation has benefited from greater access to communication tools as well as better and faster connectivity, resulting in the socio-economic progress that has seen Malaysia transform from an agrarian to an industrialised nation. TM is now facilitating Malaysia's entry into a knowledge economy. In September 2008, it signed a Public-Private Partnership with the Government to develop high-speed broadband (HSBB) network and services that will deliver speeds of 10Mbps (Megabits per second) to 100.0Mbps via fibre optic infrastructure to residential customers and up to 1.0Gbps (Gigabits per second) to high economic impact businesses.
- The infrastructure needed will be developed over a period of 10 years, with the Government investing RM2.4 billion and TM, RM8.9 billion. Under the HSBB initiative, 1.3 million premises are to have high-speed broadband access by 2012. TM is responsible for the last mile access network to homes and businesses, and will employ three main technologies to achieve this: Fibre-To-The-Home (FTTH), Ethernet-To-The-Home (ETTH) and Very High-Speed Digital Subscriber Line (VDSL2). Complementing this, TM will roll out its core Next-Generation Network (NGN) backbone based on an all-IP platform as well as expand the nation's global capacities via new international gateways for enhanced connectivity and network efficiency. The latest consortium cable spearheaded by TM, the Asia America Gateway (AAG), will connect Malaysia directly to the US, with landing points in the

Philippines, Vietnam, Thailand, Brunei, Hong Kong and Singapore. To be completed mid-2009, AAG will position TM as a regional IP hub for ISPs to gain connectivity to the US. Within Malaysia, TM ensures the highest level of customer experience and convenience through several channels. It has an established and strategically distributed network of TM points that serve as one-stop centres at which customers can check and pay their bills, enquire on and apply for new services. Enhancing the use of the IT platform, TM Online allows customers to perform these same actions on a secure, customised self-service portal. TM is committed to achieving excellent customer service and conducts regular customer satisfaction survey for feedback. Its achievements as a service provider are reflected in a number of awards bestowed. In 2008 itself, TM was named Frost & Sullivan Broadband Service Provider of the Year, Alternative Voice Service Provider of the Year, and Data Communications Service Provider of the Year. TM's core businesses are in Retail, Wholesale and the Global Business. Retail offers products and services to end-users; Wholesale focuses on the provision of bandwidth and other essential infrastructure for the use of all licensees under the Malaysian Communications and Multimedia Commission covering other telcos, Internet service providers (ISPs), managed network service providers, application service providers, global operators and data centre providers