



UNIVERSITI TEKNOLOGI MARA

ASSESSING TM'S INTERNET SERVICES IN
JOHOR: CONSUMER & ORGANIZATIONAL
ANALYSES

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telecommunication industry is changing rapidly. Along the way, the volatility in nature of communication industry has impacted the way people communicate in the modern days. Three years ago, no one would have thought that Internet and broadband will be the most prominent communication means in the digital age.

As time goes by, the adoption rate of internet is increasing due to the emerging awareness on the importance of this cutting edge telecommunication channel. Moving in tandem with the emerging technology, the broadband facilities also are enhanced by many providers these days. Telekom Malaysia is Malaysia's leading broadband provider in the country for providing the fixed broadband services via Streamyx and Unifi.

This study is assessing on TM as the Telco that provides broadband services to users in this country. The scope of this study is covering on the analysis on internet users in Johor to determine their usage level on broadband facilities at the state. At the same time, we are looking into TM's SWOT Analysis that revolves around its internal and external factors in the light of the Strengths, Weaknesses, Opportunities and Threats. In completing our assessment in this study, we have conducted Porter's Five Forces industry analysis to study on the nature of telecommunication industry in the light of market entry, competition, product substitution, buyers' purchasing powers, and power of suppliers.

A conclusion has been determined after integrating the analyses of all the assessments. TM is operating in an industry that is volatile in nature which requires continuous improvement initiatives to stay relevant in the industry. As the competition for TM is going to be enhanced due to the emerging open market policy by the government, TM has to come out with value differentiation initiative to create a competitive edge in the effort to make the competitors irrelevant to this Telco.