

**THE PERFORMANCE OF LEASED DATA CIRCUIT AND
DIGITALINE II INSTALLATION SERVICES FOR
CORPORATE, GLOBAL & GOVERNMENT (EASTERN)
CUSTOMERS WITHIN PAHANG AREA**

**MOHD SHAMSURIZAL B. AB RAHIM HALIMI
(97005330)**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY**

APRIL 1999

FOTOSTAT TILAK DIBENARKAN

LETTER OF TRANSMITTAL

Bachelor in Business Administration (Marketing)
School Of Business and Management
MARA Institute of Technology
23000 Dungun
Terengganu

March 31, 1999

Tuan Haji Zamri Mohd Nor
Advisor of Practical Trainee
School Of Business and Management
MARA Institute of Technology
23000 Dungun
Terengganu

Sir

Submission of Individual Project

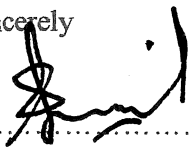
Herewith I enclosed my individual project entitled **The Performance of Leased Data Circuit and Digitaline II Installation Services for Corporate, Global & Government (Eastern) Customers within Pahang area**. This project paper attempts to study the level of customer satisfaction in all aspects regarding the performance of these Leased lines installation services provided by Telekom Malaysia Berhad Kuantan.

With this submission of project paper, I hope that it will meet the requirements and the expectation in the syllabus.

I would like to thank you in advance for all the guidance and kind assistance that you had rendered to me for the completion of this project paper.

Thank you.

Yours sincerely



.....
(Mohd Shamsurizal B. Ab Rahim Halimi)
97005330

ACKNOWLEDGEMENT

There are many people have been involved extremely in completing this project paper. I gratefully acknowledge and express deep appreciation to **Tuan Haji Zamri Mohd Nor** as my Marketing Internship (MKT 650) advisor, who taught and assist me the subject. I would like to thank **Encik Othman Ismail**, Area Head of Corporate, Global & Government (Eastern), Telekom Malaysia Berhad for his kindly comments, insights and guidance that were invaluable.

I'm also owed a great deal to **Encik Mahamad Rezali Hitam**, **Encik Ahmad Zailani Shafii**, **Encik Sayed Ali Tuan Aziz** (those are Account Executive) and all staffs of Corporate, Global & Government (Eastern), Telekom Malaysia Berhad whose deep sharing and synergy have moved me many levels beyond my own thinking. I'm also indebted to those persons:

Puan Muhazita Alias, Course Tutor of Bachelor in Business Administration (Hons.)(Marketing), ITM Terengganu, for her substantial support and encouragement.

Puan Zainab Arshad, from Organization Development, Telekom Training College, Kuala Lumpur.

ABSTRACT

For the information, any organization with large volume of data to transfer will find these services vital to their business. Besides providing privacy, it is also suitable for companies that require facilities for constant contact with their branches. The financial sector along with other multinational companies will find these services very useful. Therefore, Telekom Malaysia Berhad has designed and put into service called Leased Line. Leased Lines are the reserve of larger corporate clients due to their cost.

Whilst Telekom Malaysia Berhad see Internet access as just one component within a fully integrated solution, this telecommunication company do offer a range of premium connectivity services at commercial-strength bandwidths. The Leased Line connectivity options are designed for business, with an emphasis on performance.

As the result, the customers should subscribe to these products. It is because these Leased Line services provide the customers with the facility to transmit and receive data between computers and terminals over dedicated and private lines. Beside that, these Leased Line services also allow the customers to create their own configuration to meet their business communication need. All information relayed is at the complete discretion of the user, giving the customers total control over their network. These Leased Lines can handle large volumes of data efficiently.

TABLE OF CONTENTS

LETTER OF TRANSMITTAL	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF CHARTS	ix
LIST OF FIGURES	xi
ABSTRACT	xii
	<u>PAGES</u>
CHAPTERS:	
1 INTRODUCTION	1
1.1 Background	4
1.1.1 Background of the Company	4
1.1.2 Background of the Products	7
1.2 Scope of the Study	10
1.3 Problem Statement	12
1.4 Objective of the Research	14
1.5 Significance of the Study	15
1.6 Hypothesis	16
1.7 Limitations of the Study	17
1.7.1 Lack of co-operation from respondents	17
1.7.2 Cost constraint	17
1.7.3 Lack of time	17
1.7.4 Transportation	18
1.8 Definition of the Terms	19
2 LITERATURE REVIEW	
2.1 Application Process of Leased Circuit	22
2.2 The General Process of Orders, Agreement and Billing	25
2.2.1 Orders	27
2.2.2 Order Process	29
2.2.3 Agreement	30
2.2.4 Billing	31
2.3 Competitors	33
2.4 Target Market in Malaysia	34
2.4.1 Customer Segmentation	35