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CUSTOMER SATISFACTION SURVEY
ON
TM FAMILY AND FRIENDS

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Tuan,

SUBMISSION OF MARKETING INTERNSHIP PROJECT PAPER

I hereby would like to submit my Marketing Internship Project Paper entitled Customer Satisfaction Survey on TM Family and Friend. This project paper is analysis customer opinion and satisfaction on TMB latest product that is TM Family and Friend. I have completed this project paper report during my practical training with TMB.

The main purpose of this project paper is to train student to do their own research on real work situation and on the same time can give some benefit to the company that training them because the project may give them useful information. Beside that, it is done for the purpose of the Marketing Internship subject. I hope that Tuan is satisfied with this project paper.

Thank You,

Your sincerely,

Mohd. Muzammer b. Jamaluddin

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“Praise to Allah, the Merciful, the Beneficent”

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ABSTRACT

Telekom Malaysia has just launched a new value-added product called TM Family and Friend. This product allows customers to apply discounts on people whom they call regularly. This project paper is to analyze customers' satisfaction regarding the product. The respondents for this survey are customers of TM Family and Friend who are registered with TMB Alor Setar. These respondents were taken as sample to reflect customer satisfaction level of Kedah and Perlis area. From the findings, customers do not have problems on understanding, getting information and registering the product. There were minor problems such as term and condition of the product as stated. TMB promotion for this product reached their target customers. Customers were also seen to be attracted to this product through television advertisement. But for the majority of the customers, other means of promotion need to be revised. Even though this product is new to the market, there seems to be a general acceptance of customers' satisfaction. Selected promotion tools and reduce subscribe fee should be implemented in the near future.

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