

**MARKETING PLAN FOR
INTEGRATED SERVICES DIGITAL NETWORK (ISDN)
FOCUSSING ON MAJOR BUSINESS SALES KOTA KINABALU**

HALIJAH BINTI HAJI LAINI

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

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LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) (Marketing)
Faculty of Business and Management
Mara Institute Of Technology
23000 Dungun, TERENGGANU

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Mr. Stalin Johneny A/K Alooi
Faculty of Business & Management
Mara Institute Technology
Sabah Branch, SABAH

Dear Sir,

INTERNSHIP THESIS

I hereby enclosed a report entitled “ Marketing Plan for ISDN Focusing on MBSKK“. The report addresses the situation analysis, action plan, implementation, evaluation and control on ISDN.

I do hope that this report will meet the requirements and expectation of the faculty. Finally, I would like to prolong my special thanks for your guidance, support, advice and kind of assistance that you have generously rendered for the completion of this report.

Thank you.

Yours sincerely



Halijah Hj Laini

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Thank you.

UNIT RUJUKAN & PERKHIDMATAN PEMBACA

EXECUTIVE SUMMARY

Telekom Malaysia is one of the telecommunications operators in Malaysia other than Mobikom, Time Telekom, Mutiara Telecommunication and Celcom. ISDN is one of the TM products whereby it is a major telecommunications breakthrough for today's business. TM needs to have its own marketing plan for ISDN so that it has a central instrument for directing and coordinating the marketing effort.

ISDN is a full digital public network that delivers competitive advantage by allowing customers to do business faster, economical and more efficient. The marketing plan aim is to:

- i. To find SWOT analysis of Telekom Malaysia and the product in order to be more competitive.
- ii. To find out existing customer awareness in order to understand their needs
- iii. To find out the MBSKK's employees' readiness in selling the product
- iv. To improve the MBSKK's employees' marketing skill

ISDN in Kota Kinabalu region is only at the growth stage whereby there are only few user of ISDN while the others are still applying for ISDN services. TM is having problem regarding ISDN line in Kota Kinabalu region because demand from customers is great, but TM cannot provide them with the ISDN because of limited line.

TABLE OF CONTENTS

	PAGE
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENT	iv
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF ABBREVIATIONS	x
EXECUTIVE SUMMARY	xii
CHAPTERS	
1.0 INTRODUCTION	
1.1 History of telecommunication in Malaysia	1
1.2 Background of study	2
1.3 Objectives	3
1.4 Scope of study	4
1.5 Significance of study	5
1.6 Limitations and constraints	6
2.0 COMPANY BACKGROUND	
2.1 Company profile	7
2.2 Customer segment	8
2.3 CASS	9
2.4 BRAINS	10
2.5 Social responsibility	11
2.6 TM vision 2005	12
2.7 Total customer satisfaction	13
2.8 TM vision and mission	14
2.9 MBSKK vision and mission	15
2.10 Products and services	16