



**“THE POTENTIAL OF TM Telesiswa SERVICES
OFFERED BY TELEKOM MALAYSIA BHD. IN
KUCHING CITY SOUTH, SARAWAK, MALAYSIA.”**

**JOSTIN ANAK DAIS
2000535613**



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITI TEKNOLOGI MARA
CAWANGAN KOTA SAMARAHAN
KUCHING**

SEPTEMBER 2002

TABLE OF CONTENTS:

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	
LIST OF TABLES AND CHARTS	v
LIST OF FIGURES/GRAPHS/DIAGRAMS	vi
LIST OF ABBREVIATIONS	vii
LIST OF DEFINITION OF TERMS	viii
ABSTRACT	ix
 CHAPTERS	
1.0 INTRODUCTION	1-2
1.1 Background of the study	2
1.1.1 Vision	2
1.1.2 Mission Statement	2
1.1.3 Telekom Malaysia Berhad's Values	3
1.1.4 Telekom Malaysia Berhad's Commitment.	4-5
1.2 Objective of the Research	6
1.2.1 The objective of providing TMT services	6
1.3 Problem Statement	7
1.4 Limitation	8
1.5 Scope of study	9
1.5.1 Significant of study	9-10
 2.0 LITERATURE REVIEW	
2.1 The dilemma of TMB: searching for the right apparatus that could serve the public as TMB's social obligation while able to reduce vandalism rate.	11-12
2.2 The competitor in the Public Telephone sector	12
2.3 The complains of the Public Payphones	13
2.4 The advantages of TM Telesiswa over the Public Payphones (PP)	13
2.5 Telekom Malaysia Berhad's challenge	14-15
2.6 How TM Telesiswa works?	15
 3.0 RESEARCH METHODOLOGY	
3.1 Research design	16
3.2 Method of conducting research	16-17
3.3 Sampling design	17-18
3.3.1 Population	17
3.3.2 Parameter of interest	17
3.3.3 Sampling frame	17



ABSTRACT

This study would serve as an information gatherer for the potentiality of TM Telesiswa services in Malaysia. The outcome of this report is very important in helping TMB to set its marketing strategies. Because of the great losses incurred by TMB through the PP, this finding could help TMB to confidently carry out its business plan on the TMT services

If the outcome of the study is favorable, the TMT services might be expanded, however if it is not favorable the decision for more installation might be taken back. With this report too, TMB is also interested to know if the TMT services are liable to a high risk of vandalism as it was to the PP.

The outcome of this report could determine the future demand and growth of the TMT services in the public places throughout Malaysia.

If the finding of this research is poor and the potentiality of TMT is low, other services could be planned as early as possible to avoid loss business and social responsibility to the public being neglected.

CHAPTER 1: INTRODUCTION

Telekom Malaysia Berhad was formerly a Government Department known as Jabatan Telekom Malaysia. In the government effort to increase efficiency and effectiveness in providing services to the customers, it made a decision to privatize the department. It was first named as Syarikat Telekom Malaysia Berhad (STMB) in 1987 and later renamed as Telekom Malaysia Berhad (TMB) as it is today.

The government moves to privatize TMB as the first ever government department to be privatized proved a success because the company could stand on its own. Besides that, TMB has shown efficiency and profit is on the growth level each year.

As TMB the pioneer company was successful, we can see Tenaga Nasional Berhad (TNB) and Pos Malaysia Berhad (PMB) were also privatized by the government in 1990 and 1996 respectively.

When privatization happened, it means the beginning of a competition. Therefore, the companies need to have all the skills, arts, and dedication to become the leader in the market. To become the market leader and to maintain it, everybody in the company must combine their strengths and mentality to meet the company's objectives.

CHAPTER 2: LITERATURE REVIEW

2.1 The dilemma of TMB: Searching for the right apparatus that could serve the public as TMB's social obligation while reducing vandalism rate.

The needs to be connected right at the moment when there is a need to communicate is very necessary in today's trend. Everyone wants everything fast and efficient. This means the need for convenient, speed and quality is necessary. However, there are thousands of Public Payphones being fallen into heaps of rubbish under the hands of the vandals nationwide. This has led to the foul cries of the public.

The needs for communication especially on business matters have always being very urgent. This is to avoid from losing to the business rivals. In this matter telecommunication services is very vital to them and so do student who study far away from their parents. The Public Phones are the only cheap mode especially for students to make phone calls.

For those parents who are well off, they may give their children a Hand Phone, however not every children is very fortunate enough to enjoy such luxury. Financial constraint may still encourage the demand for the public telephones availability at colleges, schools and Universities.

To install, replace and repair the Public Payphones are become very costly for TMB therefore, TM Telesiswa are install in addition or in gradual replacement for the Public Payphones. In the first stage, TMB is installing TM Telesiswa set at locations predicted as safe from vandalism. May be in the second stage if the rate of vandalism is low or nil it would be installed at locations convenient to the