

MARKETING STRATEGY OF
PREMIER COMMUNICATIONS & ENGINEERING SDN. BHD.
AS A SOLE DISTRIBUTOR OF NORTHERN TELECOM'S
MERIDIAN SL-1 PABX SYSTEM
IN MALAYSIA

ADVANCED DIPLOMA IN BUSINESS STUDIES
(MARKETING)
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EXECUTIVE SUMMARY

Premier Communications & Engineering Sdn. Bhd. is a sole distributor of the Meridian SL-1 PABX system in Malaysia. The Meridian SL-1 is a renowned digital PABX system in the world, developed by Northern Telecom of Canada.

As a sole distributor, it is imperative to know and study the operations, particularly its marketing strategy in introducing and promoting the Meridian SL-1 PABX system in this country.

Area of study places emphasis on the marketing mixes' performance and activities. These are evaluated and analyzed accordingly.

Subsequently, recommendations are given where applicable.

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