



**A STUDY ON AWARENESS OF TM CDMA (HOMELINE
WIRELESS) AMONG CUSTOMERS AT TELEKOM BATU
LINTANG BRANCH**

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CHAPTER 1

1.0 Introduction

As in many other rapidly growing Asian economies where state-controlled telecommunications monopolies were slow in delivering fixed-line phones, a wireless system also enables Malaysia to catch up with demand by using new technology. Confirmed by multiple mergers and acquisitions, many companies are exploring opportunities for increasing their international presence (Boston and Sims, 2000; Landler, 2000; Oyama, 2000). The shifting winds of change in today's business environment where the marketplace is increasingly competitive and the rate of innovation is rising, together with the pressure of the emergence of global knowledge-based economy, have made telecommunication organizations realize that knowledge is their key asset (Snyman and Kruger, 2004).

1.1 Background of the company

Telekom Malaysia has officially changed its global brand from Telekom Malaysia to TM in April 2005. Formerly TM is a government agency that is Jabatan Telekom Malaysia, after been privatization in 12 October 1984, TM was known as Syarikat Telekom Malaysia Berhad (STMB). TM was listed on the Bursa Malaysia on 9 September 1990. TM headquartered was in Kuala Lumpur and the Chief executive officer of TM is Dato' Abdul Wahid Omar.

The Group places emphasis on continuing customer service quality enhancements and innovations. Currently, with investments and operations in 13 countries around Asia and globally, TM is focused on sustainable growth in both the local and international markets.

Telekom Malaysia Berhad (TM) is the largest telecommunication company in Malaysia and also second-largest telecommunication company in Southeast Asia's. It has a monopoly on the fixed line network and has a considerable market share of the mobile communications market after its acquisition of Celcom and merging with its mobile operation arm, TM Touch.

As an integrated telecommunications company, TM offers a comprehensive range of communication services and solutions in fixed line, data, mobile and Internet, and

CHAPTER 2

LITERATURE REVIEW

An important trend in recent marketing thought is the evolution from a rather limited focus on transactions to a focus on the relationships that companies have with their customers and other actors (Bruhn, 2003; Gummesson, 1999). Research has indicated that well-managed relations can moderate the effects of inadequate product performance (Priluck, 2003). Product development management involving customers is related to the companies' customer relationship management processes (Tollin, 2002). Understanding customers is usually regarded as being crucial for successful new product development (Lagrosen, 2001). However, mere understanding is often not sufficient. The customer has to be activated. Von Hippel (2001) even argues that by using user toolkits for innovation companies can abandon their efforts to understand customers' needs and outsource need-related innovation tasks to their users.

In the era of improved mobile communication technologies, vast amount of changes are generated in facilitating communication and the transfer of information namely from business to business, business to customers and in providing more and more added value services (Steenderen, 2002). The technologies have made communication and access to information very convenient and timely to the users from the comfort of their own home and from where ever they are while on the move with their mobile phone units.

The use of mobile technologies is increasingly widespread especially among the Asian countries such as Malaysia. Users of mobile phone grew from 9.7 percent in 1995 to 55.9 percent in 2004 (<http://www.cmc.gov.my>). Various applications can be observed among the users, which ranged from telephone conversation and simple text messages (SMS) and it also depending on the capability of each mobile phone technology that sells in the market.

Communication is defined as the human act of transferring a message to others and making it understood in a meaningful way. This definition focuses on the efficacy of communication in producing the desired effect rather than on the frequency or modality of information exchange. In marketing relationships, communication plays a central role

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

In this section, the researcher will describe the research methodology of the study. The first section will begin with brief description of the sample. This will followed by a discussion on the instrument that been used during the research. The last section discuss on the data analysis.

3.1 Research design

The research design is used in the study is an exploratory study where not much is known about the situation in hand, or no information is available on how similar problems or research issues have been solved in the past. Basically, the study concentrates on Telekom Malaysia Berhad customers. Besides, it has focus on the respondent from Kuching area that is at Batu Lintang Telekom, which is the target sample for this study

3.2 Methods in data collection

Basically there is several data collection method that had been used in this research to obtain the information from the respondents. The research methodology has utilized both qualitative and quantitative methods. The method use to collect data is:

3.2.1 Primary data

Primary Data is going to be obtained in the form of questionnaire design. Primary Data was the main sources in order to evaluating the customer awareness towards the CDMA set. The researcher has distributed 100 questionnaires to the random customers that are visiting the Telekom for several purposes.