



**A STUDY ON THE EFFECTIVENESS OF 'TM ITALK WITH  
MOBILE' PROMOTION CAMPAIGN  
IN KOTA KINABALU**

**LEDYAWATI BT SEGAN**

**2005764098**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SABAH**

**AUGUST 2007**

## TABLE OF CONTENTS

CONTENTS	PAGE
ACKNOWLEDGEMENT	i
LIST OF TABLES	ii
LIST OF FIGURES	iii
LIST OF ABBREVIATIONS	iv
ABSTRACT	v
<b>1.0 INTRODUCTION</b>	
1.1 Background of Telekom Malaysia Berhad	1
1.1.1 Vision	2
1.1.2 Mission	
1.1.3 TM iTalk With Mobile	3
1.2 Background of Study	5
1.3 Problem Statement	5
1.4 Research Objectives	6
1.5 Research Questions	6
1.6 Scope of Study	7
1.6.1 Area of Study	
1.6.2 Place of Study	
1.6.3 Target Group	
1.6.4 Period of Research	
1.7 Significance of Study	8
1.7.1 To The Universiti Teknologi MARA (UiTM)	
1.7.2 Organization	
1.7.3 Research	
1.8 Limitation of Study	9
1.8.1 Time Constraint	
1.8.2 Financial Constraint	
1.9 Definitions of Terms	10

## 2.0 LITERATURE REVIEW

2.1 Promotion Definition in the Marketing	12
2.2 The Essentials of Promotion In Marketing	13
2.3 The Effectiveness of Message in the Promotion	13
2.4 Sales Promotion Effectiveness: The Impact of Consumer Differences At An Ethic- Group Level	14
2.5 Promotion Program (Advertising Media)	15
2.6 Special Events	16
2.7 Price	17
2.8 Advertising	18
2.9 Consumer Satisfaction	18
2.10 Brand Name	18
2.11 To Snare a Student: Permutations in Public Relations Publications at North Dakota State University (NDSU)	18
2.12 Effectiveness and Efficiency of Operations	20

## 3.0 RESEARCH METHODOLOGY

3.1 Theoretical Framework	22
3.2 Research Design	23
3.3 Data Collection or Sources of Data	23
3.3.1 Primary Data	23
3.3.2 Secondary Data	23
3.4 Sampling Design	24
3.5 Data Analysis and Data Interpretation	25
3.5.1 Preliminary Analysis	25
3.5.2 Detail Analysis	25
3.6 Questionnaire Design	26

## 1.0 INTRODUCTION

### 1.1 Background of Telekom Malaysia Bhd

Telekom Malaysia Berhad (TM). The Group's principal activities are establishing, maintaining and providing telecommunication and related services under the license issue by the Minister of Energy, Water and Communication. Other activities include provision of mobile telecommunication services, provision of software development and sale of software products, provision of internet services, consultancy & engineering services in telecommunication, interactive multimedia communication services and solutions, printing and publications services, research and development activities in the areas of telecommunications and multi-media, trading in customer premises equipment and maintaining telecommunication equipment, development, operation and marketing e-commerce services, implementation of government school project, provision of multimedia education systems and software, portal services and other related services and investment holding. The Group operates in Malaysia, Indonesia and other countries.

In line with its vision to become the communications company of choice, TM continues its efforts towards providing quality products and services for all its valued customers.

With a focus on the nation's retail telecommunication needs, TM Retail (TMR) embarked on various initiatives to defend its traditional Voice business while growing its Data business and improving customer service.

TMR's sustained Voice business can be largely attributed to increased initiatives in penetrating the VoIP market segment. Aggressive card services promotions, fixed line call plans and Fixed-Mobile-Broadband product bundles were introduced as strategic moves to increase usage.

Retention activities through loyalty programmes and the introduction of alternative services have also improved the overall Voice services' physical performance.

Through the 'Consumer Sales' under TMR operation had introduced various packages including Low Entry and attractive prepaid packages for telephony services, and loyalty packages such as the Merdeka Plan. Aggressive promotions of TM Home Prepaid, ITalk With Mobile and Ring Ring were also seen in view of the advent of mobile and VoIP services migration.

### 1.1.1 Vision

"Our vision is to be the Communications Company of choice - focused on delivering Exceptional Value to our customers and other stakeholders"

### 1.1.2 Mission

To achieve our vision, we are determined to do the following:

- Be the recognised leader in all markets we serve.
- Be a customer-focused organisation that provides one-stop total solution.
- Generate shareholder value by seizing opportunities in Asia Pacific and other selected regional markets.
- Be the employer of choice that inspire performance excellence.