

A STUDY ON MARKET PENETRATION  
STRATEGIES OF ITALK PRODUCT BY TM



**A STUDY ON MARKET PENETRATION  
STRATEGIES OF ITALK PRODUCT BY  
TELEKOM MALAYSIA**

Submitted in Partial Fulfillment

**MELVA ELSA MIKE IKOL**

**2005767470**

Bachelor of Business Administration (Hons)

Marketing

**BACHELOR OF BUSINESS ADMINISTRATION**

**(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KOTA KINABALU, SABAH**

OCTOBER 2007

**OCTOBER 2007**

## ACKNOWLEDGEMENT

First of all, thanks to God with His give and bless me finally complete my project paper for MKT 660 syllabus. The study will not be successful without the help of many wonderful and gifted people. Therefore, I wish to acknowledge my respectable Madam Hasnawati Hj Guliling who is my academic advisor, Professor Madya Mat Yasin Jamil who is my second examiner, for the guidance that they gave me and the time they spend in helping me during do this research.

A very special thanks also to Madam Ruhiah @ Nonoi Lawis as a Manager State PR/ A&P at Telekom Malaysia Berhad ,Wawasan Plaza for her guidance, helps and ideas to do the research as this product is critical. Not forgetting also to Madam Asnita Adnan and Mr Bakran Abd Salleh for their willingness and times especially guide me in doing this research and all the staff from Telekom Malaysia Bhd for their continuous guidance and valuable advises throughout the completion of this paper. Thanks a lot for your kindness.

My appreciation also goes to my friend Litah Kuyun and Olivia Sylvia Charles for their help and cooperation in providing precious material and useful information related to my study.

Last but not least, I would like to extend my highest appreciation to my mum and dad, Puan Milania John and Mr Mike Ikol, thanks for understanding my situation which need their sacrifices in term of their time and money. In addition, not forgetting colleagues and individuals who are either directly or indirectly contributes information and ideas in preparation of this paper. Very specials thank you to all respondents who have given me, their full cooperation throughout my survey. Thank you so much!!!

TABLE OF CONTENTS	PAGE
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF DEFINITION OF TERMS	vii
ABSTRACT	viii
<b>CHAPTER 1</b>	
1.1 Introduction	1
1.2 Background of Study	2-3
1.3 Problem Statement	4-5
1.4 Objectives of study	6
1.5 Hypothesis/ Research Question	7
1.6 Limitations and Scope of Study	8-10
1.7 Significance of Study	11-12
1.8 Definition of Terms	13

## CHAPTER 2

2.0	Literature Review	
2.1	Market Penetration Strategies in Telecommunication	14-15
2.2	User Trends and Experiences	15
2.3	Telecommunications Taking A Giant Leap	16-17
2.4	The Effectiveness Of Message In The Promotion	17
2.5	Review of the Telecommunications Industry	18-19
2.6	Promotion Program	20-21

## CHAPTER 3

3.0	Research Methodology	22
3.1	Primary data	22
3.1.1	Interview	22
3.1.2	Questionnaires	22
3.2	Secondary Data	22
3.2.1	Internal Data	23
3.2.2	External Data	23
3.2.3	Sampling Design	23-24

## ABSTRACT

This project paper emphasizes on the individual customer's iTalk product in Sabah particularly in the district of Kota Kinabalu. It is also aimed at gathering information on their experience, knowledge and satisfaction whether they utilizing the product and service. This paper also seeks to know and understand what it takes to be the best I talk service provider.

The competition among new world advance communications, made possible by numerous information technology innovations and creations, dictates that telecommunications companies must constantly improve and enhance their products and services to meet the demands of an increasingly discerning client base. In the fiercely competitive communications industry of today, the customer's demands and preferences are the most important factors in determining the range of products and services to be produce and marketed for the customer.

This project consists of three chapters: (1) An Introduction, (2) Literature Review and (3) Research Methodology including bibliography. Thus, this research is conducted in order to identify the market penetration strategies of I talk product by TM Sabah. It is important to understand the market penetration strategies as to improve the quality of the products that focuses on the product elements itself. This research will be conducted among customer from state government, semi- government , private sector and student to determine the feedbacks, problems and opinions or suggestions as sources towards enhancing the product elements so as to meet the needs and wants of existing and new customers.