



**INDUSTRIAL TRAINING REPORT  
TELEKOM MALAYSIA BERHAD**

**| 1 MARCH - 15 AUGUST 2023 |**

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**NUR ATHIRAH AFIQAH BINTI AZNI**

**2020846786**

**BA246**

**ADVISOR: PUAN NURUL AZLINDA BINTI CHEK TALIB**

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## EXECUTIVE SUMMARY

My unforgettable and illuminating 6-month industrial training began here at Telekom Malaysia Berhad. I started my industrial training on March 1, 2023 and will end my training on August 15, 2023. Telekom Malaysia Berhad (TM) is in the business of establishing, maintaining, and providing telecommunications and associated services. TM is divided into four business segments: Retail Business, which offers a variety of telecommunications services and communications solutions to small and medium-sized businesses, as well as corporate and government customers, with the exception of consumer business, which offers only voice, Internet, and multimedia services; Wholesale Business, which offers a variety of telecommunications services delivered over its networks to other licenced network operators; Global Business, which offers inbound and outbound services to customers worldwide.

Throughout my industrial training at this company, I have gained a variety of experiences and knowledge that will be very useful in the future. Some of the experience is I managed to handle and join big events together with my supervisor. Aside from that, I gained experience dealing and negotiating with third parties.

In assessing TM's current position, a comprehensive SWOT analysis will be conducted. For the strengths are high-speed internet and best effort of service. The weaknesses are pricey price and low budget. The opportunities are to become a fiber provider and offer 'Triple play' service. The threats are many competitors and hard to approach rural areas.

Based on the SWOT analysis, this report will provide insightful insights and recommendations to assist Telekom Malaysia in its attempts to develop continuously. These recommendations will cover a wide range of topics related to the company's operations. By taking these ideas, TM may strengthen its competitive position, and effectively manage future problems.

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## ACKNOWLEDGEMENT

By the name of Allah, the Most Gracious and Most Merciful. There I worship and then aid what I seek. Show the straight way, the way of those who have bestowed grace, not those who are wrath and astray. Thank you because I am able to finish this industrial training report. A lot of effort has been done and surely there are various parties involved in contributing information to me. I would like to express my sincere gratitude to all of them because without them, I am not able to complete this report.

First of all, I would like to express my deepest appreciation to my supervisor Encik Muhamad Syukri bin Mat Sood and my sub supervisor Puan Nurjumatum binti Shahrudin who guided me until I could complete my internship training. I would also like to thank them for motivating me to do my best shot as well as for his pieces of advice on how I can improve it.

Besides, I would like to give thanks to my advisor Puan Nurul Azlinda binti Chek Talib who has helped me a lot in completing my industrial training. She has guided me in doing my report and given a lot of meaningful advice.

I also would like to give thanks to all my colleagues and all those who provided me with the possibility to complete my internship journey within 6 months. They gave me a lot of knowledge in working life and they always gave me a happy working environment.

Additionally, I would like to thank our Almighty God for guiding and giving me natural endowment, skills, healthy mind, and body, to whom the researchers are eternally grateful and dedicated, having the patience to complete this report a better one. Also, my parents give me support to do well in this report. Thank you.





## STUDENT'S PROFILE



### NUR ATHIRAH AFIQAH BINTI AZNI

Bachelor in Business Administration

#### PERSONAL DETAILS

My name is Nur Athirah Afiqah binti Azni. I am 23 years old this year (2023) and single. I can be described as a dedicated person, excellent and love to working a team. My work quality is motivated by a desire to succeed and offer a beneficial future investment for the company.

#### JOB EXPERIENCE

##### INTERNSHIP

1st MAR - 15th AUG 2023

TELEKOM MALAYSIA BERHAD

- I worked in Sales Operation department during my internship. I helped my supervisor in creating and handling events that must be run every months.
- I designed banner and poster for events.
- I also helped my team members to go for surveys at customers' houses.
- I managed to get some sales during my internship. Every month I will try my best to get sales.

#### ACHIEVEMENTS

- **A LOGISTIC EXCO** OCT 2022 - JAN 2023  
UNIVERSITI TEKNOLOGI MARA (UiTM), KAMPUS BANDARAYA MELAKA
  - I became the logistic exco in the event that will be held in early January 2023 for the subject of Professional Etiquette for Hoteliers.
  - My job scope is to provide necessary equipment and gifts.
- **A SECRETARY** OCT 2022 - JAN 2023  
UNIVERSITI TEKNOLOGI MARA (UiTM), KAMPUS BANDARAYA MELAKA
  - I became the secretary in the event that will be held in early January 2023 for the subject of Issues in International Business.
  - My job scope is to prepare meeting minutes and proposals.
- **A WELFARE EXCO** 2020 - 2021  
UNIVERSITI TEKNOLOGI MARA (UiTM), KAMPUS BANDARAYA MELAKA
  - I joined my course club which is International Business Unity Club (IBUC) in 2020.
  - My job scopes are to find and analyze students who need help.
  - I've also handle several online programmes.
- **A STUDENT REPRESENTATIVE COUNCIL** 2018 - 2019  
KOLEJ TINGKATAN ENAM PONTIAN
  - I joined the student representative council in 2018 until 2019 with the position of vice secretary.

- **A LEADER OF SPORTS CLUB** 2017  
SMK SRI PERHENTIAN
  - I have been trusted by the majority to be the leader of a sports club when I was in form 5.
- **A SCHOOL PREFECT** 2013 - 2017  
SMK SRI PERHENTIAN
  - I became a school prefect in my secondary school from I was in form 1 until form 5.
  - In 2017, I was appointed secretary.
  - I was able to handle a large group of students and successfully run the programmes.

## EDUCATION

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- **BACHELOR OF BUSINESS ADMINISTRATION (HONS.)** 2020 - 2023  
**INTERNATIONAL BUSINESS**  
UNIVERSITI TEKNOLOGI MARA (UiTM), KAMPUS BANDARAYA MELAKA
  - Currently enrolled at UiTM Bandaraya Melaka with a CGPA of 3.60 from semester 1 to semester 5. In semesters 1 and 2, and 5 I made the dean's list.
- **SIJIL TINGGI PELAJARAN MALAYSIA (STPM)** 2018 - 2019  
KOLEJ TINGKATAN ENAM PONTIAN
  - I was graduated from my STPM with CGPA 3.17.
- **SIJIL PELAJARAN MALAYSIA (SPM)** 2013 - 2017  
SMK SRI PERHENTIAN
  - I graduated from my secondary school at SMK Sri Perhentian with 2A- 2B+ 1C+ 1C 3D

## PROFESSIONAL SKILLS

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- MS Words 100%
- MS Power Point 90%
- MS Excel 90%
- Adobe Photoshop 90%
- Adobe Animate 75%

## **BASIC SKILLS**

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- Teamwork
- Dedication
- Responsible
- Multitask
- Leadership

## **LANGUAGES**

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- |           |           |
|-----------|-----------|
| • Malay   | Excellent |
| • English | Excellent |

## **REFERENCE**

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### **PUAN KHALILAH BINTI IBRAHIM**

International Business Lecturer

Level 7,

UiTM Cawangan Melaka Kampus Bandaraya Melaka, 75350 Melaka.

khalilah375@uitm.edu.my

## COMPANY'S PROFILE



Telekom Malaysia Berhad (TM) is in the business of establishing, maintaining, and providing telecommunications and associated services. TM is divided into four business segments: Retail Business, which offers a variety of telecommunications services and communications solutions to small and medium-sized businesses, as well as corporate and government customers, with the exception of consumer business, which offers only voice, Internet, and multimedia services; Wholesale Business, which offers a variety of telecommunications services delivered over its networks to other licenced network operators; Global Business, which offers inbound and outbound services to customers worldwide.

TM intends to facilitate Digital Malaysia by providing a comprehensive portfolio of communication services and solutions in fixed (telephony and broadband), mobility, content, WiFi, Cloud, Data Centre, cybersecurity, IoT, and smart services. In a highly competitive world, TM is driven by stakeholder value creation; it lays emphasis on delivering an enhanced customer experience through continual customer service quality improvements and innovations, while concentrating on increasing operational efficiency and productivity.

### VISION

To develop a digital Malaysia by leveraging technology to empower communities, companies, and the government.

### MISSION

Humanising technology and making it available to all Malaysians on a long-term basis.

- To improve everyday experiences for communities by providing integrated lifestyle options.
- To facilitate business growth by delivering comprehensive solutions and strategic alliances that drive business change.



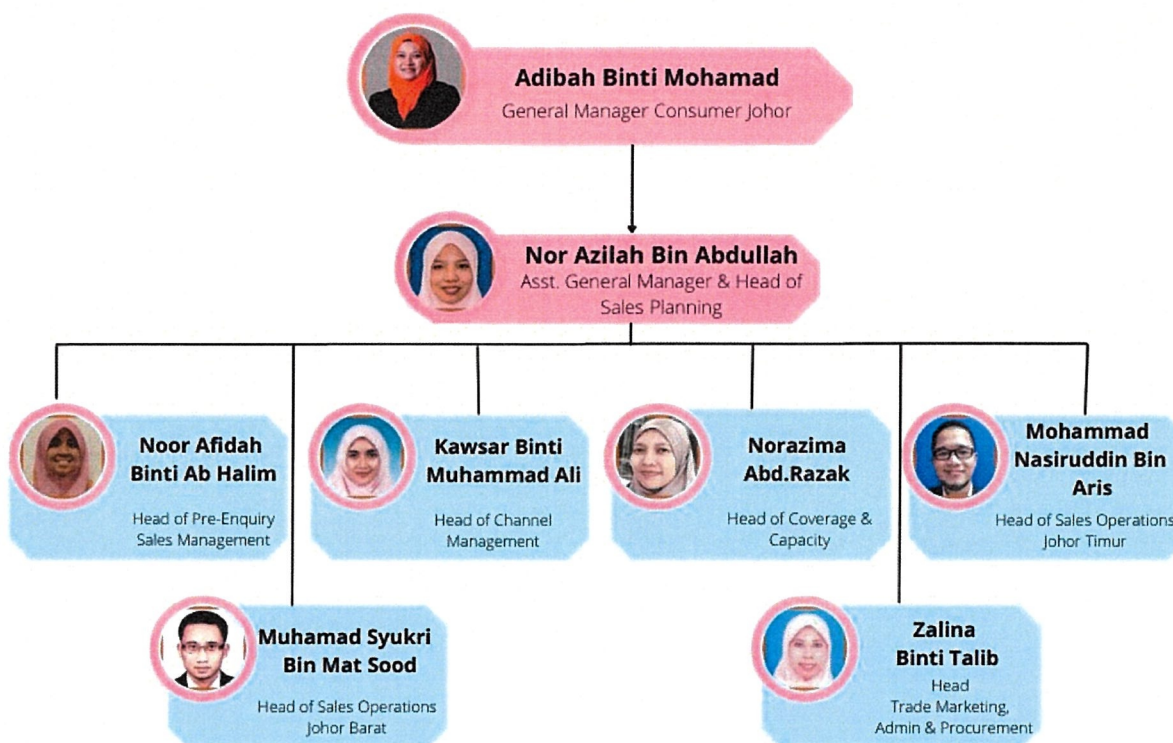
- With holistic connectivity, platform, and digital solutions, to help the government advance the nation's vision to become a Digital Malaysia.

HQ Location	HQ Operation Hour
<p>Menara TM, Jalan Pantai Baharu, 50672 Kuala Lumpur, Malaysia</p>	<p>Monday - Thursday: 8:30am - 5:30pm Friday: 8:30am - 5:00pm</p>



# ORGANIZATIONAL STRUCTURE

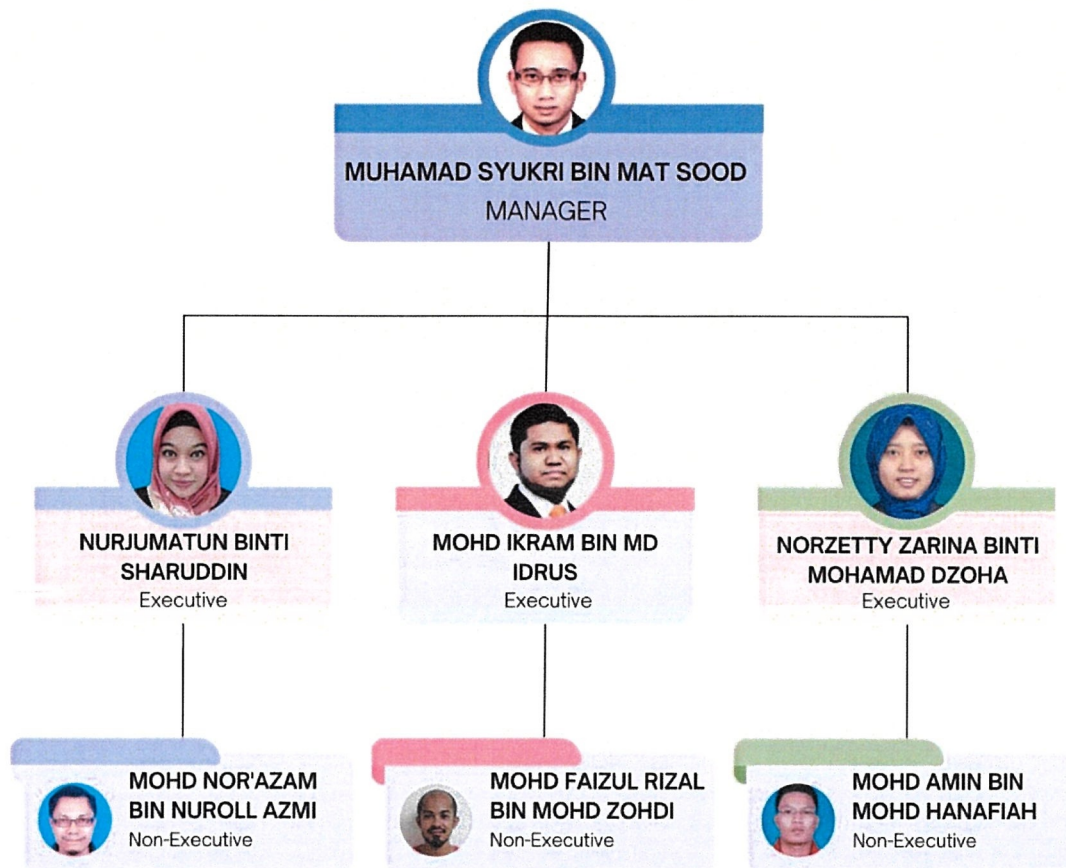
## (Consumer Unit Johor)



*Organizational chart of consumer unit*

# ORGANIZATIONAL CHART

## SALES OPERATION WEST DEPARTMENT



*Organizational chart of sales operation Johor West department*



## THE PRODUCTS

Unifi products offered by Telekom Malaysia included Unifi Home, Unifi Mobile, Unifi TV, Mesh Wi-Fi, and Unifi Air. Unifi home is a fiber line that offers various home Internet bundles and high speeds. Unifi Mobile is a prepaid and postpaid mobile Internet service. Customers can select between prepaid or postpaid Unifi mobile service. Following that, Unifi TV offers channels and applications such as Disney Hotstar and Netflix.

Mesh Wi-Fi is also one of the Unifi products that can help customers who live in double storey houses get full coverage of Wi-Fi without any interruption even if they are on the different floor of their house.

Another TM's product is Unifi Air, that is used for customers who have constraints and issues in applying internet service from TM due to some reasons such as the position of the house is far from the distributor port. The permitted distance from the distributor port to the customer's house cannot exceed 350 meters. TM does not encourage customers to continue the application if the distance from the house to the distributor port is more than 350 meters because the customer will experience various connection problems such as slow lines. Unifi Air is a kind of portable Wi-Fi that needs to insert a sim card and it will convert to Wi-Fi.



**PICK A PLAN NGAM FOR YOU**  
Choose from any of the 4 fantastic packages to suit your need

**1 HOME INTERNET ONLY**

PRICE/MONTH	RM89	RM129	RM149	RM209
30 DAYS TRIAL	YES			
SPEED UPGRADE	Upgrade to 100Mbps for 6 months	Upgrade to 300Mbps for 6 months	Upgrade to 500Mbps for 6 months	Upgrade to 800Mbps for 6 months
MESH WIFI	Add on Mesh WiFi from RM15/month			

**2 HOME INTERNET WITH NETFLIX**

PRICE/MONTH	RM154	RM249.99
30 DAYS TRIAL	YES	
SPEED UPGRADE	Upgrade to 300Mbps for 6 months	Upgrade to 800Mbps for 6 months
NETFLIX	Netflix Basic • Watch 1080p quality & download on 2 devices	Netflix Standard • Watch 1080p quality & download on 4 devices
MESH WIFI	Add on Mesh WiFi from RM15/month	

**3 HOME INTERNET WITH NETFLIX AND MOBILE**

PRICE/MONTH	RM199	RM292.90
SPEED UPGRADE	Upgrade to 300Mbps for 6 months	Upgrade to 800Mbps for 6 months
NETFLIX	Netflix Basic • Watch 1080p quality & download on 2 devices	Netflix Standard • Watch 1080p quality & download on 4 devices
MESH WIFI	Add on Mesh WiFi from RM15/month	
UNSG POSTPAID 4G	• UNLIMITED calls • UNLIMITED 5G + 4G for 12 months • 600B 4G and 5G +100B Hotspot	
DISCOUNT	Unifi Home discount: RM10 (2 months) Unifi Mobile discount: RM10 (2 months)	

**4 HOME INTERNET WITH ENTERTAINMENT**

PRICE/MONTH	RM119	RM159												
30 DAYS TRIAL	YES													
SPEED UPGRADE	Upgrade to 100Mbps for 6 months	Upgrade to 300Mbps for 6 months												
UNIFI TV PACK	Aneka Plus pack/Yaman Plus Pack/ Ruby Plus Pack (See app)	Aneka Plus pack/Yaman Plus Pack/ Ruby Plus Pack												
STREAMING APPS	Aneka Plus Pack • iku • Baku • Langgite Plus • ikuTV App	Yaman Plus Pack • Simply South • Langgite Plus • ikuTV App												
MESH WIFI	Add on Mesh WiFi from RM15/month													
DEVICE	Unifi Plus Box (Android TV Box) Add on for RM20/month	Unifi Plus Box (Android TV Box) Complimentary												
PACKAGE & PRICE	<table border="1"> <tr> <td>Aneka Plus Pack</td> <td>RM33.00</td> </tr> <tr> <td>Yaman Plus Pack</td> <td>RM43.00</td> </tr> <tr> <td>Ruby Plus Pack</td> <td>RM33.00</td> </tr> </table>	Aneka Plus Pack	RM33.00	Yaman Plus Pack	RM43.00	Ruby Plus Pack	RM33.00	<table border="1"> <tr> <td>Aneka Plus Pack</td> <td>RM33.00</td> </tr> <tr> <td>Yaman Plus Pack</td> <td>RM43.00</td> </tr> <tr> <td>Ruby Plus Pack</td> <td>RM33.00</td> </tr> </table>	Aneka Plus Pack	RM33.00	Yaman Plus Pack	RM43.00	Ruby Plus Pack	RM33.00
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Aneka Plus Pack	RM33.00													
Yaman Plus Pack	RM43.00													
Ruby Plus Pack	RM33.00													

\*Add a position only for 30 Mbps and 100Mbps broadband package

**PICK A PLAN NGAM FOR YOU**

**UNIFI HOME BROADBAND**

300Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months
248.9	209	149	154	129	89

Unifi Home + Unifi TV

300Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months
428.9	378.9	278.9	208.9	198.9	159

**PICK A PLAN NGAM FOR YOU**

**UNIFI HOME + UNIFI MOBILE**

300Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months
248.9	254	194	198	174	144

All-in-One

300Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months	100Mbps for 6 months
478.9	423.9	323.9	253.9	243.9	



**PICK A PLAN NGAM FOR YOU**

**UNIFI HOME BROADBAND**

20Gbps	10Gbps	500Mbps	300Mbps	200Mbps	100Mbps
345	285	118.9	279	248.9	209
149	154	129	89		

**UNIFI HOME + UNIFI TV**

20Gbps	10Gbps	500Mbps	300Mbps	200Mbps	100Mbps
408.9	338.9	268.9	198.9	178.9	

**UNIFI HOME + UNIFI MOBILE**

20Gbps	10Gbps	500Mbps	300Mbps	200Mbps	100Mbps
394	334	293.9	234	194	174
144					

**Broadband with VAR+ & Ultimate Pack**

20Gbps	10Gbps	500Mbps	300Mbps	200Mbps	100Mbps
379	309	269	219/279	189/239	169/219



**PICK A PLAN NGAM FOR YOU**

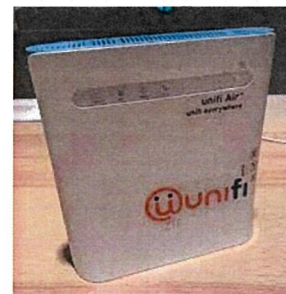
**ALL-IN-ONE**

20Gbps	10Gbps	500Mbps	300Mbps	200Mbps	100Mbps
458.9	388.9	318.9	248.9	228.9	

*Unifi Home, Unifi Mobile, and Unifi TV package*



*Mesh Wi-Fi*



*Unifi Air*

## TRAINING'S REFLECTION

### DURATION

SPECIFIC DATE	WORKING DAY	WORKING TIME
1st March 2023 - 15th August 2023	Sunday - Thursday Weekend (If having any event)	8:30am - 5:30pm (Sunday-Wednesday) 8:30am - 5:00pm (Thursday)

### DETAILS

DEPARTMENT	ROLES
Sales operation	Marketing Intern

### ALLOWANCE

RM 800 per month
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I started my industrial training at Telekom Malaysia under the consumer department in Skudai, Johor Bahru on March 1, 2023 and will end on August 15, 2023. As long as I carry out the industrial training, I have to bear some responsibilities.

My responsibilities are checking daily events in the SiFU systems everyday and making sure all the agents have been contacted to remind them of daily activities such as going door to door, roaming, and opening counters at selected locations.

Other than that, my responsibility is to always help my supervisor do all the jobs such as creating a permission letter to do any events and dealing with organizers or building management.

Next, I need to go out and do a site survey in order to choose a suitable venue that has a big crowd to assure the success of the event organised by the superiors. I usually go on a site survey with my supervisor and we will discuss together to settle our jobs.



Then, for the upcoming event, I need to create a poster, banner, or flyers. All posters and banners will be used and distributed to everyone. For instance, I created a banner for a Ramadhan Kareem celebration and a poster for a community event in collaboration with Rumah Rakyat Iskandar Malaysia (PRISMA).

Last but not least, my job is to photograph and videotape every event. All of the photographs and videos will be shared with the event's group. All of the images and videos shot will serve as proof that the event was carried out smoothly.

I can't deny that I have gained a lot of useful experience for my future. I gain experience through participating in and managing big events. The most recent big event I attended was the final match between Johor Darul Takzim (JDT) and Kuala Lumpur City (KLC) at Stadium Sultan Ibrahim. TM Unifi set up a booth outside the stadium, selling Unifi Mobile packages.

Next, I also get experience working with outsiders, such as event organisers and building management, in order to obtain permission to hold our event. I know there will be many obstacles ahead of me from here. For example, we were unable to obtain authorization to hold the event at the designated venue designated by the employers, and we must seek better options.

Aside from that, I am learning how to handle occurrences. TM Unifi's monthly sales targets aim to rise. TM intends to achieve their goal via participating in activities such as joining an outsider event. From here, I learned how to deal and negotiate with organizers. If the event needs to be done in our team areas, me and my team will go out for a survey until we get the best location to run our event. The calendar of events in the Unifi consumer unit always packs with events that will be held on weekdays and weekends.

Lastly, I learnt a lot about TM systems. They employ a variety of systems in their everyday operations. The Sifu system, for example, is used for keying in and checking daily events. The Channel Management unit will delegate responsibility for the daily events to specialised agents. Other systems, such as SMAP, SPORA, TRUST, BUDDY, and OKB, are always available. The employees and agents use all of the systems to enter Unifi orders. These systems assist them in securing their order ID. If they do not, another agent or member of staff may hijack their order. Since completing my internship, I have taken over management of my subordinate's SiFU system to monitor daily continuing occurrences.



**SIFU** unifi

## Complete Sales Solution For Business Growth

Study the market profile and optimize the planning Easily manage your sales event

Market Profiling EMS

DOWNLOAD THE APP HERE

SALE AGENT SALE OPERATION

**SIFU**

TM Broadband Market Share

72%	2,720,829	4.8%
Market Share	Total Subscribers	YTD Growth

YTD Achievement 2022

RM 461,946,866	89%
Target	YTD

815,240 186,408

Subscription Perms Business Perms

Penetration Distribution

Home Business Business Services

Other Other

Landline Service Mobile

*SiFU systems*

رمضان كريم

RAMADAN KAREEM

# AGIHAN BUBUR LAMBUK

SABTU | 8/4/2023

Sumbangan

YOUR NEXT IS NOW | **unifi**

*Banner Ramadhan Kareem Event*

## SWOT ANALYSIS

TELEKOM MALAYSIA BERHAD

**STRENGTH**

- High-speed Internet
- Best effort of service

**WEAKNESS**

- Pricey price
- Low budget

**OPPORTUNITY**

- Become a fiber provider
- Offer 'Triple play' service

**THREAT**

- Many competitors
- Hard to approach rural areas



## DISCUSSION AND RECOMMENDATION

### STRENGTHS

- **High-speed Internet**

TM Unifi is the best fiber line with high-speed Internet and currently TM already provides 5G coverage. Back then, TM used copper lines that made their line quite slow but now they already change it to fiber optic that is more secure and faster. By using fiber optic, the connections are more secure and become worldwide. The customers can contact other people from other countries without any connection problem.

Recommendation: Telekom Malaysia must **maintain and improve its lines** in order to keep their connections secure. If they improvise it, there will be no problem with their lines. For example, the lines become slow during rainy days. TM has to prevent these kinds of issues to avoid getting many complaints from many customers.

- **Best effort of service**

TM always gives the best effort of service to their customers by giving on the spot restoration if there is any fault in their lines. TM will give free restoration for those who are having problems that come from TM itself. TM will bear all the cost to satisfy their customers. There will be no free restoration if the mistakes come from customers. In this case, the customer has to pay restoration fees to the TM installer.

Recommendation: Telekom Malaysia can **give warranty within 6 months** to all their customers. The warranty must include free service and restoration even though the fault comes from the customer itself. This way can maintain and maintain customer loyalty in using products from TM. If TM does not maintain the loyalty of existing customers, the percentage for those customers to switch to service from competitors is high and TM will suffer a lot of losses

## WEAKNESSES

- **Pricey price**

When compared to rivals, TM packages are relatively expensive. The 30Mbps plan starts at RM89, while the Unifi mobile plan starts at RM69. The most expensive bundle is RM299 for 800Mbps. TM charges a premium since they offer fiber to its competitors. As a result, companies must charge greater costs in order to roll their expenses.

Recommendation: TM should **reconsider and reduce the price** of the bundle they provide. This is because many customers choose to use rivals' lines, such as TIME and Maxis, because their prices are significantly lower than TM's. If TM does not reduce the price, it will face a variety of challenges, including a lack of sales and customers who will flee because they prefer a much cheaper choice with a different Internet speed.

- **Low budget**

In 2023, TM dealt with the issue of a lack of budget, which has caused numerous projects to be postponed for an extended length of time. This leads TM to lose a lot of customers since they are unable to apply for the Internet access and have to wait months to acquire it. TM prefers to spend the capitals on something less significant, such as a ceremony that lasts only a few hours but costs a lot of money. Furthermore, TM has spent a significant amount of money on various types of systems for the use of their employees, but the majority of the systems are no longer useful, and the employees no longer utilize the system.

Recommendation: To assist Telekom Malaysia survive in this business, I recommend that TM **be more budget-conscious**. They must prepare and organize their finances carefully. TM must also limit the usage of various sorts of systems in order to save money while also making it easier for workers to carry out their job responsibilities without having to worry about how to utilize the systems.



## OPPORTUNITIES

- **Become a fiber provider**

TM is a provider of comprehensive telecommunications services. TM started to build their own infrastructure like fiber optic for their service line. Then, TM started to promote and sell their infrastructure to other competitors. Almost all of TM competitors such as Maxis and TIME rent their infrastructure with TM. This is one of the TM's sources of income.

Recommendation: TM can try to **build another infrastructure** such as creating its own modem box. If TM creates more infrastructure, TM can sell it to competitors and customers. This will to some extent help increase income and reduce the problem of lack of budget.

- **Offer 'Triple play' services**

This triple play was supposed to combine video, internet, and phone also known as VIP service. The project required TM to invest in IPTV solutions that were tightly integrated into the existing network and IT infrastructure to provide users with a unified experience. TM offers 'Triple play' services to simplify their customers by offering triple services under one package. For example, Unifi Fixed with Unifi TV and Unifi Mobile.

Recommendation: Currently, TM offers a few contents like Netflix, VIU, and IQIYI content. Customers can get Netflix, VIU, and IQIYI accounts with reasonable prices compared to buying from the website itself. So, TM can **add on more interesting offers in 'Triple play'** by giving more content in Unifi TV such as adding more sport channels like Arena and Supersport channel, or add on more latest movies. Customers will be more interested to apply with TM Unifi because it has a lot of interesting content.

## THREATS

- **Many competitors**

Telekom Malaysia was Malaysia's only telecommunications provider at the time, offering both Internet fiber and telephone lines. Many other telecommunications services already exist in Malaysia and have become TM rivals. TIME, Maxis, Celcom, and Gigabyte are among the competitors. Tenaga Nasional Berhad has now developed another rival named Allo. The Allo is less expensive than the TM. This will be a challenge for TM.

Recommendation: Telekom Malaysia needs to **keep and maintain the momentum**. This is because the competitors are offering more affordable prices and have better service. Aside from that, TM's competitors always give more rewards and benefits to their customers such as free smartphones or tablets. Telekom Malaysia needs to use new methods to attract customers and win back the hearts of customers. For example, TM can provide a variety of appealing incentives, such as providing free smartphones or televisions to clients who apply and choose Unifi.

- **Hard to approach rural areas**

According to Deputy Communications and Multimedia Minister Zahidi Zainul Abidin, theft and vandalism are two major reasons why rural communities in Malaysia have inadequate internet access. Copper and optical fiber cables, which are required hardware for internet connection in the region, appear to be excavated and stolen. (*Aiman Maulana., 2020*)

Telecom Malaysia has a strong presence in all markets in Malaysia and beyond. The problem here is that it is difficult for TM to penetrate rural areas such as in Sabah and Sarawak because areas like these do not have stable and strong internet access. Residents in the area also experience difficulty in getting an internet connection.

Recommendation: Telekom Malaysia can **spend some budgets** to build their own substation in rural areas. The budget then has to have performance measures that will guide execution, mostly cost volume profit (CVP) analysis as well as analysis that help management to make choices between alternatives like net present value (NPV),

internal rate of return (IRR) and modified the internal rate of return (MIRR). (*Amakobe, David. 2017*). TM may approach and provide service in the vicinity of this substation since TM has developed an Internet connection. TM will be the first company to successfully explore rural areas and TM will gain many advantages such as the entire population in the area will choose TM Unifi.



## CONCLUSION

In conclusion, Telekom Malaysia Berhad is the best telecommunication company that offers many useful products for their customers. TM also prioritizes customer satisfaction and always maintains their loyalty by providing good service and always helping their customers who have problems with their products.

During my industrial training, I can conclude that I was able to understand and get to know the outside world involving the world of work during my training in this industry. I can know and feel the real working environment. I meet with a lot of people and it helps me overcome my nervous problems. Aside from that, I manage to improve my soft skills so that I will be able to use them in future. With all the experiences, skills, and knowledge that I got from this training. I believe that I can be somebody well-known in the next five years.

## REFERENCES

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APPENDICES

