



**A STUDY ON MARKETING STRATEGY
BY ARZ NETWORK FOCUSES ON
KOTA KINABALU AREA**

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CHAPTER 1

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ABSTRACT

A Study on Marketing Strategy

By ARZ Network Focuses on Kota Kinabalu Area

Internet technologies continue to revolutionize telecommunications markets. VoIP is another feature of high-tech telecommunication service that competes in this market. Organizations that provide this service need to analyze the problems regarding their product offering as well as their customers to map their strategies for the emerging telecommunication market. A successful business and satisfy customer begin with a good marketing strategies. This study attempts to explore VoIP service marketing strategy by ARZ Network in term of their product and pricing strategy.

Four key factors are important in providing VOIP/IP-telephony. These include voice quality, call quality, service quality, and usability of supplementary services. Customers encounter problems regarding with these key factors when using the ARZ Network service. Moreover, pricing strategy influenced customers to keep on subscribing the network service. Customers view call rates and quality as a priority in choosing telephony network service. Due to the scenario, customers are lack of information when it comes to product knowledge. This study shows that ARZ Network providing high call rates with low quality service. A good marketing strategy is required to improve VoIP service.