



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT

**STUDY ON EFFECTIVENESS OF THE PROMOTION OF
LET'S TALK PACKAGE IN KOTA KINABALU SABAH
BY TELEKOM MALAYSIA**

I, Qesttina Binti Tassim (IC Number: 841721-12-0114)

hereby declare that:

QESTTINA BINTI TASSIM

2007267418

* This work has not previously been submitted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.

* This project paper is the result of my independent work and investigation, except where otherwise stated.

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

Signature: _____

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TABLE OF CONTENTS	PAGE
DECLARATION OF WORK	i
ACKNOWLEDGEMENT	ii
LIST OF TABLES	iii
LIST OF FIGURES	iv
2.4 Data Analysis and Interpretation Method	21
2.5 Theoretical Framework	22
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of Telekom Malaysia	2
1.2 Background of Study	5
1.3 Scope of Study	7
1.4 Problem Statements	7
1.5 Objective of Study	8
1.6 Research Question	8
1.7 Limitations of Study	9
1.8 Significance of Study	10
1.9 Definition of Terms	11
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	12
2.1 Effectiveness	12
2.2 Promotion	13
2.3 Promotion effectiveness	15
2.4 Let's Talk Package	16

Appendix I	Cover Letter
Appendix II	Questionnaire
Appendix III	SPSS Output
Appendix IV	Articles

CHAPTER 3:	RESEARCH METHODOLOGY	
3.0	Introduction	17
2.1	Research Design	17
2.2	Target Population and Sample Size	18
2.3	Data Collection Method	19
2.4	Data Analysis and Interpretation Method	21
2.5	Theoretical Framework	22

CHAPTER 4:	FINDINGS	
4.0	Introduction	23
4.1	Consumer Behavior	29
4.2	Promotional Mix	37
4.3	Suggestion And Recommendation	47

CHAPTER 5:	CROSS TABULATION	
5.0	Introduction	48
5.1	Cross Tabulation	48

CHAPTER 6:	CONCLUSIONS AND RECOMMENDATIONS	
6.0	Introduction	52
6.1	Conclusions	52
6.2	Recommendation	53

BIBLIOGRAPHY		59
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APPENDICES		
Appendix I	:	Cover Letter
Appendix II	:	Questionnaire
Appendix III	:	SPSS Output
Appendix IV	:	Articles

1.1 BACKGROUND OF TELEKOM MALAYSIA

Telekom Malaysia Berhad (TM), Malaysia's leading integrated information and communications group, offers a comprehensive range of communication services and solutions in broadband, data and fixed-line. As a market leader in the broadband and fixed-line businesses, TM is driven to deliver value to its stakeholders in a highly competitive environment. The Group places emphasis on continuing customer service quality enhancements and innovations.

TM is poised to position Malaysia as a regional Internet hub and digital gateway for South-East Asia with its extensive global connectivity. In line with this, TM is evolving into a Next Generation Network service provider enabling the Group to enhance its efficiency and productivity while providing enriched products and services.

On the Corporate Social Responsibility (CSR) front, the Group has always been a major corporate contributor towards responsible activities in the belief that these practices are a fundamental tenet of good corporate governance. The Group promotes 3 major platforms i.e. education, sports development and community/nation-building. Under education, TM have their own Multimedia University and has spent some RM800 million to develop it into one of the top universities in Malaysia with more than 20,000 students. TM has also provided scholarships to over 10,000 graduates pursuing academic programs locally and overseas. On the sports front, TM is actively contributing towards the upliftment of football at all levels while under the community/nation-building platform, the Group contributes towards causes that bring value to the community and nation at large. TM was awarded the prestigious STAR-BIZ ICRM Corporate Responsibility Award under the workplace category for 2008.