



**A STUDY ON CUSTOMERS LEVEL OF AWARENESS  
TOWARDS TM HOMELINE BUNDLED SERVICE  
IN KOTA KINABALU**

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

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU, SABAH**

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**Submitted in Partial Fulfillment  
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## EXECUTIVE SUMMARY

The competition between Telecommunication Company especially with mobile phone provider has intensified since year 2000. Mobiles phone now has outnumbered fixed phone and some people are ditching fixed lines altogether in favor of mobile phone. Due to this reason, TM are trying to meet the various needs of customers by introducing its bundled service (Let's Talk Campaign) to encourage consumers to make calls from their fixed line telephone. The purpose of this study is to ascertain the customers' awareness level towards TM Homeline Bundled Service in Kota Kinabalu. This study can also determine whether customers are aware the benefits of this bundled service.

This paper consists of six chapters. Chapter 1 includes an overview, problem statement, objectives and the significant of the study. Chapter 2 is the literature review. Chapter 3 is a brief background of Telekom Malaysia Berhad (TM). Chapter 4 consist the research methodology used in this research. Chapter 5 will reveal the data and findings and Chapter 6 is the conclusion and recommendation.