

CASE : TELEKOM MALAYSIA BHD

A CASE STUDY ANALYSIS

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**IN PARTIAL FULFILLMENT OF
STRATEGIC MANAGEMENT (MGT 585)**

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**DATE OF SUBMISSION : 19 MARCH 2001
UNIVERSITI TEKNOLOGI MARA
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ACKNOWLEDGEMENT

I would like to express my sincere thanks to my advisor , Encik Kamel Taufiq Abdul Ghani for his comment , guidance and suggestion also for being meticulous to make we work hard and do our best.

The word of thanks are also forwarded to Encik Amirul Anwar Jamaludin , Operation Executive of Telekom Malaysia Berhad , Tuan Haji Parmin , Executive Officer of Kedai Telekom Segamat and those who gave up their precise time to be interviewed, discuss the issues and provide useful information.

Last but not least , our heart felt appreciation to all friends who were contribute their effort for us to complete this **Mega Project** .

Thanks to all of you.

AZIANA BTE OTHMAN

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APRIL 2001

EXECUTIVE SUMMARY LETTER

Syarikat Telekom Malaysia Berhad is the first company in Malaysia that involved in telecommunication industry. It also the first company that was incorporated by government on 12.10.1984. Telekom Malaysia has take over the operations of Jabatan Telekom Malaysia as part of the governments privatization exercise.

Telekom Malaysia Berhad is one company that has many divisions in their organization. That is why they have rearranged their organization to implement SBU structure organization. The reason is they want to be more proactive and efficient in management.

Telekom Malaysia Berhad also have a multi type of products and services that can be divided into 15 categories which is:- Telephony Service, Call Plans and Discount Packages, Cellular Services, TM Teleinfo Services, Data Products and services, Video Confering Services, Card Services, Customer Services, Multimedia Services, Broadcast Services, Satellite, Maritime and Radio Services, Specialize Network Services, MSC Project, Consultancy Services and Total Solutions and lastly Research an Development division.¹

In a world where change is the only constant, Telekom Malaysia Berhad has transformed themselves from a local telephony institution to one with global presence and

¹ Book: Telekom Malaysia Products and Services (A comprehensive directory 2000)

multimedia strength. In accordance to that, on February 2001 Telekom Malaysia Berhad has emerge to new dimension with several innovation example rearrange their organization and restructure their main product and services into main 3 categories that is TelCo, Mobile ad multimedia but all of that just under construction.

Currently, Telekom Malaysia Berhad is established well in mobile , multimedia and data field. It also has stable in financial position and caliber workforce. Telekom Malaysia Berhad has several successful such as has higher share market price in Malaysia and get quite good profit even in economic crisis.

Unfortunately, nowadays Telekom Malaysia Berhad has several weaknesses and also threats especially from their competitors and also from government policy. The main competitors are Maxis, DiGi Telecommunication Bhd, and Celcom .