



**A CASE STUDY: THE EFFECTIVE OF MARKETING STRATEGIC FOR TM
HOME PREPAID PRODUCT FROM TELEKOM MALAYSIA COMPANY.**

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“DECLARATION OF ORIGINAL WORK”

I, AMIE ADLINA BTE AZIZAN, (I/C Number: 840127-14-5330)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have specifically acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

9 November 2009

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A CASE STUDY: THE EFFECTIVE OF MARKETING STRATEGIC FOR TM HOME PREPAID PRODUCT FROM TELEKOM MALAYSIA COMPANY.”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely

.....

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ABSTRACT.

The case is based on the company have the implementation to promote Telekom Malaysia Home Prepaid which can attract customer to use the product. TMHP is the core product for consumer category of the product and Telekom Malaysia have created new product for TMHP. TMHP is focus on low ECP which that have more cable to encourage their new customer who not installed the fixed line. Telekom Malaysia had doing their research before they had promoted to the new customer. **The purposes are to identify the problem, analysis, exploration the strategic to promote their customer.** Telekom Malaysia need to make this project will worked for the successful to accomplish their target market.

According to the cases, Telekom Malaysia has given this project to the trainers doing the promotion from door to door at Kuala Lumpur area such as Maluri, Sentul, Bangsar and Bandar Tun Razak. These cases also have provided the questionnaire for those who have been used TMHP at their home. They have been given for one month to observe the achievement of TMHP product. The questionnaire also had been developed for those who already used and the satisfaction of TMHP for the customer's feedback to meet the customer, observation and also their other information.

However, the cased issue that will discussed was about Telekom Malaysia had used their new strategic marketing to influence their new customer had lack of information about TMHP. Therefore, Telekom Malaysia had been developed the factor from the SWOT Analysis such as discussed about the external and the internal. The competitive had been influenced based on the strength of the product. But, Telekom Malaysia also gives the effort to influence of the competitive so they can be complete with other company. For the overall of TMHP based on the promotion that they had been difficult to influence their new customer to use Italk card for reloaded.

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

1.1 Background of the Company	6
1.2 Issue Statement.	9
1.3 Introduction About TM Home Prepaid.	10
1.4 Purpose of Study	16
1.5 Significance of The Study	18
1.6 Limitation	19
1.7 Definition of Terms	20

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	22
2.2 Promotion mix management	23

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction	26
3.2 Primary Data	26
3.3 Secondary Data	27

CHAPTER 4: FINDINGS

4.1 The Company Practicing	
4.1.1 Marketing Mix Strategy (4Ps)	28
4.1.2 Situation Analysis-SWOT Analysis	30