



**COUNTRY SELECTION CRITERIA PRACTICING BY TM TO
ENTER FOREIGN COUNTRY (INDONESIA)**

:A CASE STUDY OF TELEKOM MALAYSIA BERHAD (TM)

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MAY 2011

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
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“DECLARATION OF WORK”

I, NOR ALYDA ASLINDA BT RAZAK (I/C Number: 880704-11-5198)

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 otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledges.

Signature:

Date: May 2011



LETTER OF SUBMISSION

Faculty of Business Management
University Teknologi Mara Bandaraya Melaka

April 2011

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi Mara
Bandaraya Melaka

Dear Madam,

Attached is the project title **COUNTRY SELECTION CRITERIA PRACTICING BY TM TO ENTER FOREIGN COUNTRY (INDONESIA): A CASE STUDY OF TELEKOM MALAYSIA BERHAD (TM)** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi Mara.

Thank you.

Yours Sincerely,

NOR ALYDA ASLINDA BT RAZAK

2009642502

Bachelor of Business Administration (Hons) International Business

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ABSTRACT

Foreign entry strategy becomes common mode for company to internalize in foreign market. The purpose of this research is to study the country selection criteria practicing by TM to enter foreign country (Indonesia).

In this study the researcher collect the information from observation, website, and secondary data such as journal, article, annual report, and text book. This study will help Telekom Malaysia Berhad to understand the criteria practicing by TM to enter international market in the case of Indonesia. In conclusion, some recommendation and strategy have been made for TM to operate successful in foreign country. This is important to improve company performance and for the profitability of the company. From the gap the researcher have identify the criteria selection practicing by TM to enter foreign country (Indonesia).