



MODE A

A CASE STUDY OF LOW PRICE NOT NECESSARY TO CREATE SALES  
OF STREAMYX BROADBAND OFFERED BY  
TM (TELEKOM MALAYSIA) BHD

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NOVEMBER 2009

**DECLARATION OF ORIGINAL WORK**



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

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**“DECLARATION OF ORIGINAL WORK”**

**I, NURWASILA BINTI AHMAD FOAD, (I/C Number: 860401125016)**

Hereby, declare that,

- This work has not previously been accepted in substances for any degree, locally or overseas and not being concurrently submitted for this degree any other degree.
- 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 been specifically acknowledged.

Signature:

Date:

## **LETTER OF SUBMISSION**

NOVEMBER 2009

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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project title "Low Price of Streamyx Not Necessary Create More Sales in TM" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thanks you.

Yours sincerely

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## **ABSTRACT**

Pricing is one of four elements in marketing mix which is product, price, place and promotion. The right pricing strategy used will generate more sales and increase more revenue. This paper presents an analysis on pricing strategy of Streamyx broadband practiced by TM on the issue of “low price not necessary create more sales of Streamyx broadband”. Now a day internet broadband becomes something needed but not just a want. The objective of this analysis is to determine is lower price of Streamyx are necessary to create more sales. There are four common pricing strategies which is cost-based, value-based, demand-based, competition-based pricing strategy. In this paper, there is six month from January to June year 2009 data unit of sales for Streamyx broadband from difference package offered by TM and data of faulty of Streamyx within six month from January to June year 2009. Reveals from finding that there are higher numbers of sales come from package Streamyx Combo 3 that offer 1Mbps with high price and the percentage of product of internet being faulty for Streamyx Combo 3 is the lowest. It is a proven that Streamyx Combo 3 is high quality. TM should adapt all four pricing strategy in order to generate more sales with high revenue.

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