

BUSINESS RESEARCH

"A STUDY ON THE DEVELOPMENT, OPERATION AND POTENTIAL

OF PAGING SERVICE INDUSTRY IN KUALA LUMPUR"

PREPARED BY

BUSINESS RESEARCH GROUP 34

AMINUDDIN	BIN	GHAZALI	84583365
AMRAN	BIN	HASHIM	84205397
MOHD FARRIS	BIN	ABD. AZIZ	84113983
MUHAMMAD NOOR	BIN	SUKAIMI	84557673
RAZHAN	BIN	YAHAYA	84070445

ADVISOR

CIK HAYATI MOHD. DAHAN  
INSURANCE COURSE COORDINATOR  
MARA INSTITUTE OF TECHNOLOGY  
SHAH ALAM  
SELANGOR.

PREPARED FOR

SCHOOL OF BUSINESS AND MANAGEMENT  
MARA INSTITUTE OF TECHNOLOGY  
SHAH ALAM  
SELANGOR.

DATE OF SUBMISSION

24th. APRIL, 1987

## ACKNOWLEDGEMENT

We the members of Business Research Group 34, would like to express our gratitude to the following people who had contributed to make this report a success:-

- a. Encik Wan Saharuddin of Komtel
- b. Encik Fedder Sudin of Kilatcom
- c. Encik Abu Bakar Harun of Telesistem
- d. Encik M.J. Tangam of Syarikat Telekom Malaysia ( STM )
- e. All the management staff and personnel of the three companies.

We would like to thank our dearest advisor Cik Hayati Mohd Dahan in helping and guiding in our research. Not forgetting, we would like to dedicate this report to our dearest parents, friends and to all the lecturers that have given us guidance for the past years.

We hope that this effort would be a symbol of dedication, cooperation and team spirit to all.

## TERMS OF REFERENCE

This report briefly describes the development of the paging industry in Kuala Lumpur. The report traces the beginning of paging service in Malaysia in 1974, the events and changes that took place in the industry and the present situation.

A comprehensive study of the organizations involved in paging service industry revealed the complexities and problems of operating the service. There are different types of operation system depending on the type of equipment used, and each system has its own advantages and disadvantages. This report also describes the service rate, price of pagers, subscribers and marketing strategies.

Two surveys were made to find out the opinion and response of subscribers and public towards the paging service. The public are tested in terms of their awareness, and perception towards the service. The subscribers are tested in terms of their satisfaction towards the service. This report also touch upon the potential of the paging industry in terms of the market ability to grow further advancement of technology, wider and more varied service and playing a significant role in increasing productivity.

TABLE OF CONTENTS

	<u>PAGE</u>
FOREWORD	i
ACKNOWLEDGEMENT	ii
TERMS OF REFERENCE	iii
TABLE OF CONTENTS	iv
LIST OF CHARTS/FIGURES AND ILLUSTRATION	v
LIST OF TABLES	vi

CHAPTER 1

## I. INTRODUCTION

A. DEFINITION OF PAGING	1
B. WHAT IS PAGING?	1
C. BRIEF HISTORY OF RADIO PAGING SERVICE IN MALAYSIA	2
D. TYPES OF RADIO PAGERS	4
E. BRAND AND MODEL OF RADIO PAGERS	7
F. THE PRICE RANGE AMONG DIFFERENT TYPES OF RADIO PAGERS	8
G. HOW A PAGING SERVICE OPERATES	8
H. EFFECTIVE OPERATING RANGE	10

## CHAPTER 2

### II. REVIEW OF RELATED LITERATURE

A.	DEVELOPMENT OF RADIO PAGING INDUSTRY	12
B.	KILATCOM AS A MILESTONE OF PAGING COMPANIES	15
C.	AUTOMATIC TELEPHONE USING RADIO ( ATUR )	16

## CHAPTER 3

### III. SCOPE OF STUDY

A.	STATEMENT OF PROBLEM	25
B.	METHODOLOGY	27
C.	OBJECTIVES/HYPOTHESES	32
D.	LIMITATIONS	35
E.	ASSUMPTIONS	37
F.	DEFINATION OF TERMS	38

## CHAPTER 4

### IV. FINDINGS AND ANALYSIS

#### SECTION I

A.	KILATCOM PAGING SENDIRIAN BERHAD	41
----	----------------------------------	----