

# **STRATEGIC ANALYSIS FOR TM CONSUMER SALES SARAWAK**

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**APPLIED BUSINESS PROJECT SUBMITTED IN  
PARTIAL FULLFILLMENT OF THE REQUIREMENT  
FOR THE EXECUTIVE MASTER OF BUSINESS  
ADMINISTRATION**

**UNIVERSITY OF TECHNOLOGY MARA (UiTM)  
2009**

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## **ABSTRACT**

The objective of this Applied Business Project is to conduct a strategic analysis of Consumer Sales Sarawak (CSS), a business unit in TM responsible to market telecommunication products on the fixed line category in Sarawak. This study also aims to analyze CSS's sales performance and to provide recommendations on ways to enhance its marketing strategy in line with the current level of financial performance.

In carrying out the strategic analysis of CSS, an internal audit will be performed in the three areas relevant to CSS, which are management, marketing and financial. SWOT Analysis will be used to conclude our findings and in identifying the strengths, weaknesses, opportunities and threats of CSS.

Findings indicate that CSS's operational objective is in line with TM's vision and mission statement. The management practices an effective delegation of authority with a structured organizational system. The financial and sales performance of CSS is very much related to the effectiveness of its marketing strategy. This suggests that in order to enhance its position in the local telecommunication market, CSS need to consider areas pertaining to market segmentation, market share, customer satisfaction, channel distribution and market research.

## **CHAPTER 1:**

### **INTRODUCTION**

#### **1.1 Background of Study**

This Applied Business Project (ABP) was conducted with a mission to carry out a strategic analysis of one of TM's Business Unit, namely Consumer Sales Sarawak (CSS). Data and information were gathered in an endeavor to perform the strategic analysis of this business unit focusing on management, finance and marketing. The analysis on revenue from sales of fixed line through a compare and contrast of CSS's sales revenue with the other Consumer Sales in the states in Malaysia was also performed. Below we shall uncover the background of TM with special attention on Consumer Sales Sarawak as well as its development in the telecommunication industry.

#### **1.2 Background of TM**

Prior to 1987, the telecommunication services in Malaysia were provided by Jabatan Telekom Malaysia (JTM) – a government department under the Ministry of Energy, Telecommunications and Posts (METP). At that material time, the telecommunication sector was self-regulated, with JTM receiving instructions directly from the Ministry.

## **CHAPTER 2:**

### **THE TELECOMMUNICATION INDUSTRY**

#### **2.1 Telecommunication Industry in Malaysia**

The government of Malaysia intends to make the country an information-based society by the year 2020, and the telecommunication sector plays a major role towards this vision. Y.A.B. Prime Minister, Dato' Seri Abdullah Bin Haji Ahmad Badawi in his speech when delivering the Mid-Term Review Ninth Malaysia Plan 2006-2010 on 26 June 2008 said;

“High speed broadband infrastructure is necessary to facilitate the growth of a knowledge-based economy. Through public-private cooperation, the coverage of broadband infrastructure will be expanded with the aim of achieving 50% household penetration by 2010.” ([www.epu.jpm.my](http://www.epu.jpm.my))

TM, the current dominant operator in major segments of the telecommunication industry together with other communication related companies constitute the significant players for the government to achieve this objective.

##### **2.1.1 Overview**

Looking back, the total number of fixed line subscribers increased from 4.4 million at the end of 1999 to about 4.7 million at the end of 2001. Over the same