



**TELEKOM MALAYSIA SMALL MEDIUM
ENTERPRISE (TM SME) PRACTICES TOWARD
INTEGRATED MARKETING COMMUNICATIONS**

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ABSTRACT

According to Telekom Malaysia Berhad Small Medium Enterprise (TM SME) 2013, gross profit shows about RM4.921million and increase to RM5.106million in 2014. The slight profits in TM SME have become an issue because they did not achieve the targets as compare to year 2012 which they grab a big profits. Recently, TM SME is hard to get sales and profits. Thus, TM SME has to make a review on their marketing communication operation. This study is to identify the types of marketing communication tools that TM SME used. Another objective is to understanding on how the marketing communications been practices in TM SME. From the observation and interview found that can meet all the objectives. From this paper also found out on what are the challenges that TM have to face in order to practices the marketing communications tools. Each of the TM SME marketing communication members plays vital roles in helping the product and communication so that it can be adopt and acceptance by all customers in the markets.