

**THE STUDY ON EFFECTIVENESS OF MARKETING STRATEGY
OF TELEKOM SALES AND SERVICES SDN BHD ON
INTEGRATED SERVICE DIGITAL NETWORK (ISDN)**



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TABLE OF CONTENTS.

	Page
ACKNOWLEDGEMENTS - - - - -	iii
TABLE OF CONTENTS - - - - -	iv
LIST OF TABLES - - - - -	vii
LIST OF FIGURES - - - - -	viii
DEFINITION OF TERMS - - - - -	x
ABBREVIATION - - - - -	xi
ABSTRACT - - - - -	xii

CHAPTERS

1. INTRODUCTION

1.1	Background of the study - - - - -	1
1.2	Problem Statement - - - - -	3
1.3	Scope of the study - - - - -	3
1.4	Objectives of the study - - - - -	4
1.5	Significance of the study - - - - -	4
1.6	Limitations - - - - -	5

2. LITERATURE REVIEW

2.1	The shape of Marketing Planning in the 21 st Century -	6
2.2	The world's champion marketers: The Japanese-	8
	2.2.1 <i>Selecting markets</i> - - - - -	9
	2.2.2 <i>Entering markets</i> - - - - -	10
	2.2.3 <i>Building market share</i> - - - - -	10
	2.2.4 <i>Protecting market share</i> - - - - -	11
2.3	What is ISDN ? - - - - -	11
	2.3.1 Two challenging faced ISDN proponents -	12
2.4	Advantages of ISDN over normal phone line	13

ABSTRACT

This research was carried out purely for academic purpose, to fulfill the partial requirements of UiTM Bachelor of Business Administration (Hon) three years programme. It attempts to explore the marketing strategies of TSSSB in marketing ISDN, one of the services offered by TELEKOM Malaysia. ISDN stand for Integrated Service Digital Network, is a network that provides end-to-end digital connectivity to support a wide range of services, including voice and non-voice services, to which users have access by a unlimited set of standard multipurpose customer interface.

The study will look into how the promotional activities are carried out, pricing are set and outlets are manage. The field survey that was conducted are looking into customers awareness, views on price and their satisfaction on the after-sale service. The poor awareness among respondents on the facilities are reflected in the findings. The conclusion and recommendation was made based on the outcome of the survey. It is recommended that the company should intensify its promotional activities.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study.

This study is conducted to fulfill the partial requirements of University Technology Mara (UiTM) Bachelor of Business Administration (Hon) (Marketing) three and the half years program specializing in the field of Marketing. As such the study will focus on marketing aspects of the chosen topic, that is, marketing strategies of Telekom Malaysia Bhd in marketing the **Integrated Service Digital Network (ISDN)** through its subsidiary company, TSSSB.

The study will cover two main areas:-

One aspect is to study and find out the current marketing activities of Telekom Malaysia in marketing ISDN through TSSSB.

The second part will study the extent of the effectiveness of the marketing activities by analysing the customer awareness, perception and satisfaction with regard to promotion, price and after sale

CHAPTER TWO

LITERATURE REVIEW.

2.1 The shape of Marketing Planning in the 21st Century.

Some 170 senior executives, representing 1135 multinational companies around the world, were surveyed Leong and Tan on their views of the business environment and the role of marketing in the future. The summary of the main findings is given as follows:

- ◆ There was almost univocal agreement that companies will become more global in orientation and consider the world as one large market. American executives agreed more strongly than their Japanese counterparts that increased globalization in production, distribution, and marketing would occur.
- ◆ Most of the executives believed that there was a trend toward increased regulation of consumer/marketing practices.
- ◆ A low proportion of the executives anticipated that the pace of technology would slow down and lead to decrease corporate research and development budgets. Japanese executives in particular disagreed more strongly on this issue than their European counterparts. Although North America was considered as the most important region for corporate activity in the year 2000, Asia emerged as a close runner-up.