

## LETTER OF TRANSMITTAL

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25 April 2000

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Dear Madam

**RE: SUBMISSION OF FINAL RESEARCH PROJECT PAPER**

Herewith I enclosed my research report entitled "A Study on Customer Preference towards Cellular Services Offered by Telekom Malaysia Berhad And Its Subsidiaries in Ipoh Central Town". This research project paper attempts to study on customer preference with respect to the variety number of home services provided by Telekom Malaysia Berhad especially in Ipoh Area. The purpose of this research is to assess the level of customer preference as well as measuring demand for the service.

The findings from this research study will benefit Sales and Marketing Department of Telekom Malaysia Berhad to forecast demand as well as customer retention.

With this submission of project paper, I do hope that it will meet your requirement and also the expectation of the syllabus.

Thank You

Yours sincerely,

**(HISHAM AZLIN B. ZAINUN)**  
98000082

## ACKNOWLEDGEMENT

Alhamdulillah, I feel very grateful because with the help of Allah, this research project paper has been done successfully. Once again, thank to Allah the Almighty, who has given me the opportunity and strength to accomplish my work.

Special thanks and appreciation to my respective lecturer, <sup>Miss Rebekah Nawawi</sup> ~~Puan Maznah Wan Omar~~ for her guidance and comments in accomplishing this project paper.

I would also take this opportunity to express my sincere thanks and gratitude to my supervisor, En. Riduan Md. Yusof, Market Planning Executive for his co-operation, suggestions and advice throughout the completion of this project paper. Last but not least to my family, friends and beloved person, Haslina Hamzah for the endless support.

Finally, I do hope that this project paper can be continued and improved in the future in order to expose the student to the real business world. I also hope that everyone can gain something that I never think with this report. Wassalam

Thank you

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## ABSTRACT

This research project paper was focused and emphasis on the customer's preference toward cellular services offered by Telekom Malaysia and its subsidiaries (Mobikom, TM Touch). It is become a difficult task to determine customer preference. In other word, it is not easy to identify the issue of perception as it relates to the customer preference, their level of awareness, satisfaction, loyalty and buying behaviour.

In order for the company to create preference effectively and efficiently, it should develop an initiative programs focus on promoting and persuading the existing and potential customers. At the same time the company should think of the products that are attractive to them.

Telekom Malaysia as well as its subsidiaries should come out with an in-depth survey on marketing management to ensure the effectiveness of marketing practice. The areas that require specific attention include market segmentation, positioning, product, price, distribution and promotion. This is all required to ensure it can be competitive in the telecommunication industry as well as leader of tomorrow.