UNIVERSITI TEKNOLOGI MARA

A STUDY ON THE EFFECTIVENESS OF TELEKOM MALAYSIA PAYPHONE SBU MARKETING STRATEGIES ON PUBLIC TELEPHONES SERVICES

OLEK AK ENJO @ OLEK BIN ABDULLAH
93237335

ADVANCE DIPLOMA IN BUSINESS STUDIES (MKTG)
SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY

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ABSTRACT

In line with Malaysia aims to be an industrialized nation by year 2020, Telekom Malaysia vision is to be come a world class telecommunication company by year 2005. In achieving this vision and objective, Telekom Malaysia has turned those unit who have direct competitor into Strategic Unit. Realizing the importance of public telephones business to the company as it is the fastest source of revenue, Telekom Malaysia one unit which previously look after public telephones operation into SBU called Payphone SBU.

Payphone SBU is just like a subsidiary and is solely concentrated on public telephones business for Telekom Malaysia in the country. This unit will have their won management team and planned what ever strategies that they feel will generate more revenue as well as increasing their market share.

Today, we can see alot of public telephones of various types around us especially at bus-stops, shopping complex, hospitals, school and other public location and these public telephones belong to different companies. To make sure that customers goes and uses the service, it is very important to have an excellent marketing strategies that suite the needs and wants of the customers.

Therefore, the purpose of this study is to study the effectiveness of Telekom Malaysia Payphone SBU marketing strategies in meeting their customer needs based on present

CHAPTER 1

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

This is a casual study and it is a study about how well Telekom Malaysia Bhd through its Strategic Business Unit that is Payphone SBU serve its customers through the marketing strategies which they have been implementing. Payphone SBU is dealing with public telephones service or payphones.

Public telephones service is growing very popular today. It is clearly shown by the number of public telephones being installed by various companies in the same business either in major towns, cities or rural areas. It serves as alternatives in communication to other types of communication service like cellular telephone, ordinary telephones and other modes of communication. It is also one of the cheapest means of communication.

In providing the service to users, satisfaction is the key to success in the business. With the advance technology and sophisticated equipment but service quality is not up to the users expectations, users or customers will not use the service. Without customers, there will be no revenue.

CHAPTER 2

2. METHODOLOGY

2.1 DATA COLLECTION

For the purpose of the study, there will be two types of data being collected and used. They are primary and secondary data.

2.1.1 Primary Data

Primary data is the most important data that is required in any survey. Primary data are being collected through questionnaires and observations.

2.1.1.1 Questionnaires

Primary data that are collected through the use of structured questionnaires will be given to the respondents at the sites.

In order to minimize error through questionnaires, I took consideration of :-

a.   Self administered questionnaires