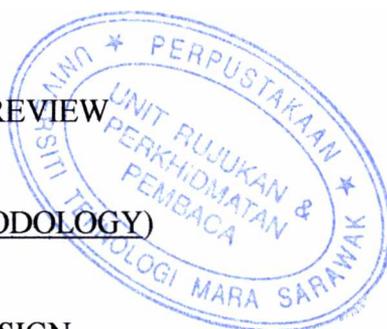


TABLES OF CONTENTS

<u>Details</u>	<u>Page</u>
ACKNOWLEDGEMENT	(iv)
LIST OF TABLES	(vi)
LIST OF GRAPH	(vii)
DEFINITION OF TERMS	(viii)
ABSTRACT	(ix)
<u>CHAPTER ONE (INTRODUCTION)</u>	
1.1 OVERVIEW OF ISDN	1
1.2 BACKGROUND OF THE STUDY	3
1.3 ISDN HISTORY	6
1.4 WHAT IS ISDN, ANYWAY	8
1.5 THE ADVANTAGES OF ISDN	10
1.6 PROBLEMS STATEMENT	11
1.7 OBJECTIVES OF THE STUDY	13
1.8 METHODS	14
1.9 SCOPE AND LIMITATIONS	16
<u>CHAPTER TWO</u>	
2.00 LITERATURE REVIEW	17
<u>CHAPTER THREE (METHODOLOGY)</u>	
3.1 SAMPLING	22
3.2 RESEARCH DESIGN	23
3.3 RESEARCH QUESTIONS	24



ABSTRACT

Telekom Sales and Services Sdn Bhd were incepted in 1989. As a wholly owned subsidiary of Telekom Malaysia, the country's longest serving and premier telecommunications provider, TSSSB started off as part of a campaign to enhance customer service. Today, TSSSB has metamorphosized into one of the nation's largest Telecommunications and IT retail chains, providing effective solutions for businesses as well as, an outstanding range of the latest telecommunication =s and IT products and services at home.

ISDN, which stands for Integrated Services Digital Network, is a system of digital connections. This system serves as a multimedia platform allowing voice, data and traffic to be transmitted simultaneously using end-to-end digital connectivity. There are two basic types of ISDN service: Basic Rate Interface (BRI) and Primary Rate Interface (PRI).

My study is about ISDN sales in Kedai Telekom Batu Lintang Kuching. From my study, I found that people in Kuching still lack of information about ISDN service. Some of them also didn't know what is ISDN word stands for and doubt that ISDN (is still does nothing) will happen. Some of the weaknesses why ISDN sales not achieve the targets are: Customer thinks that ISDN service only suitable for people who run the business, most of the customer perceived ISDN service is expensive and not suitable for the residual user, Lack of professional staff and place that have ISDN cable is limited. For the conclusion, the best way to improve the sales of ISDN service is: Add more information by set up a lot of promotion, give training to the staff and add more price packages.

1.1 OVERVIEW OF ISDN

ISDN is a forward-looking telecommunication network that has the potential to accommodate both the present and near future needs of information movement and exchange. The goal of ISDN development is to have one common network to move all out possible forms of information (speech, music, images, text, video) so the end user can send and received information as readily as dialing over the telephone network for voice telecommunications. In addition to connecting voice transmitter and receivers, ISDN can connect computers and other information devices.

ISDN has been over a decade in the making. Developers have had to contend with vast embedded pre-ISDN telephone networks that need additions and replacements to evolve into ISDN. Also, ISDN developers needed to gain industry support to have a credible chance of putting ISDN in place for broad user access. For these and other reason, it has been a difficult and time-consuming process for the early ISDN concepts to evolve into the present body of standards and networks. As the standards have matured, equipment manufacturers have been able to crate products and deploy them to provide ISDN. These providers have dedicated huge sums of capital and considerable planning to obtain an array of network capabilities with interoperability among equipment manufactured by different companies.

The coming of ISDN is the result of an unprecedented, cooperative effort among a large number of formerly disparate- now interdependent- groups: end users, equipment vendors, service providers, software writers, telephone companies and even various parts

2. LITERATURE REVIEW

- 2.1 I had been searching for a low cost, reliable product to emulate ISDN, frame relay and analog circuits. The modular ATLAS 550 is a perfect fit because it meets all my WAN emulation needs in a single, easy to use platform. I certainly understand why Cisco Academy has standardized on such a remarkable device for the CCNP certification program. (Dr. Wayne Lewis, CCNP University Of Honolulu Community College)
(www.adtran.com)
- 2.2 NTT's Stock rose by 40,000-Yen Following Launch of Flat Rate ISDN Service. Shares in Japan's NTT rose to their highest level of 40,000 yen in nine years following a report that the company will offer some domestic Internet users a flat monthly rate of about 10,000 yen for local ISDN telephone charges by the end of 1999 on a trial basis. This service will provide unlimited Internet usage in certain areas around Tokyo and Osaka on a trial basis. (www.igigroup.com)
- 2.3 ISDN lines provide back-up facilities to the managed SMDS data network. In the unlikely event that it should fail for any reason, the ISDN lines will ensure that essential applications will remain in operation. Gary explains: "Our critical systems must work 24 hours a day, 365 days a year - if they go down, people can die. If someone has an accident, it is no good saying 'sorry - the system is down today'. BT Health fully appreciates this fact, and the