



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
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dan Perniagaan

**UNIVERSITI TEKNOLOGI MARA (UITM) CAWANGAN MELAKA**

**KAMPUS BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)**

**INTERNATIONAL BUSINESS (BA246)**



**INDUSTRIAL TRAINING REPORT AT TELEKOM MALAYSIA BERHAD**

**13 MARCH 2023 – 15 AUGUST 2023**

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**MGT666**

**NUR BADRINA MUNIRAH BINTI MOHAMED**

**2021120151**

**MBA2466D**



## EXECUTIVE SUMMARY

For completing my degree journey, I am undergoing my industrial training at Telekom Malaysia Berhad for 6 months. This course is mandatory for all final year students, and it was an opportunity for undergraduate students to learn and experience real working life. Industrial training or called internship also helps me by encouraging career development, enhance skills and getting knowledge about working life.

I am thankful and honored being accepted by Telekom Malaysia to undergoing my internship under Service Culture department. In this report, I included my internship journey in the company that is valuable for myself and helps me improve leadership, communication and interpersonal skills. The purpose of writing this report is to evaluate what I have learned from my internship program, what I observed in the company and what value I have gained from this training.

Under this report, I am including the company's background and I believed it is important to know the organization we entered. Training reflection also included summarizing my job scope, activities, and task I have done and my department organization. For analyzing Telekom Malaysia, I have prepared my SWOT analysis and identifying their strengths, weaknesses, opportunities and threats as well. Moreover, I also stated the recommendations that can help in improving and elevating Telekom Malaysia's management, sales and production.

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## ACKNOWLEDGEMENT




First and foremost, I would like to express my gratitude to Allah SWT for easing my internship journey. I would also like to express my deepest gratitude to my lecturer, Madam Nor Azlinda Binti Che Talib for guiding in performing my report and industrial training journey. Not to forget, my backbones, my family who indirectly helped me, I would like to express my special appreciation for all the understanding and support given.

Throughout my journey, I am blessed for having my fellow classmates and friends who always supported me wholeheartedly in this journey. Even though we are apart, the connection built truly helps me especially in managing issues and challenges during internship period. I believe this journey could not be more colorful without them.

Finally, I would like to thank Telekom Malaysia (TM) for such an amazing opportunity by accepting me to undergo my internship in the company. It is an honour for me to get into one of the big companies in Malaysia. To be highlight, I want to express my gratefulness on having Mr. Hidhir Bin Ibrahim as my supervisor, who always supporting, understanding, and being my mentor throughout my internship. Moreover, I am thankful for having colleagues and positive workplace environment in Service Culture Department where I gain a lot of knowledge, experiences, and skills.



## 1.0 STUDENT'S PROFILE



### NUR BADRINA MUNIRAH BINTI MOHAMED

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**OBJECTIVE**

Seeking a platform to start my career as well as applying my skills and knowledge to the company.

**WORK EXPERIENCE**

**Ustaz Pi Mart, Subang Bestari, Shah Alam**  
Cashier, 1<sup>st</sup> August 2022 – 30<sup>th</sup> September 2022  
Referral: Sayyidah Fasehah (013- 646 1137)

- Carried out all transactions including cash, checks, inventory and refunds or exchange.
- Trained a new member into full-time cashier.
- Handling stocks and deals with suppliers.

**Telekom Malaysia Berhad, W.P.Kuala Lumpur**  
Internship, 13<sup>th</sup> March 2023 – 15<sup>th</sup> August 2023  
Referral: Hidir Bin Ibrahim (012-214 7986)

- Helping team in managing programs
- Being emcee for *GCXM Tertajak Raya event*
- Leader of activity of Customer Advocacy Team Building Session

**EDUCATION**

**UiTM Kampus Alor Gajah, Melaka (2018-2021)**

- Diploma in Business Administration
- CGPA: 3.50
- Graduated diploma with first class

**UiTM Kampus Bandaraya Melaka, Melaka (2021- 2023)**

- Bachelors in International Business
- Current CGPA: 3.31

**CURRICULUM**

- MSSS Selangor 2017 (Archery) – First runner up in women team
- MSSD Sepang 2017 (Archery) – First runner up (Single women under 18), Third place (Mixed Team)
- Sarjan Staff Kadet Remaja Sekolah (2016-2017)

**SKILLS & HIGHLIGHTS**

**Advanced:**

- Microsoft Office
- Canva

**Intermediate:**

- Digital marketing
- Designing website

**Basic:**

- Adobe Audition
- Adobe Animate
- Adobe Photoshop

**Languages:**

- Malay (Advanced)
- English (Advanced)
- Arabic (Intermediate)

**LEADERSHIP INVOLVEMENTS**

**Team Recreation Club (T-REC) (2021 – present)**

**Vice secretary**

- Preparing reports for events
- Prepare agendas and taking minutes meeting
- Handling certificate for events
- Handling external relations and transportation in paintball event

**VOLUNTEER ACTIVITY**

- Participate in volunteer activity (visit orphanage) under Yosh Malaysia – June 2023
- Volunteer in cleaning the houses of flood victim in December 2021

## **PROJECT**

**Head event – Bang Bang E-Sport Mobile Legend 2022  
May 2022**

- Monitor the workflow of events.
- Distribute tasks into division and set datelines for the tasks.
- Conduct meetings with the team to ensure everything is on track.

**Activity Bureau Chief – Customer Advocacy Team  
Building 2023**

- Set meetings with bureau on activity to be carried out
- Make presentation on idea projection to the Head of Department
- Site visit with bureau to ensure the venue is suitable and comfort for participants.
- Event was participated by 60 participants from Customer Advocacy

## **REFERENCES**

**Mohd Halim Bin Mahpoth**  
Lecturer, UiTM Bandaraya Melaka

## 2.0 COMPANY'S PROFILE

### 2.1 COMPANY BACKGROUND



*Figure 2.1: TM Tower, Pantai Dalam*

Telekom Malaysia Berhad or known as TM, is one of the top companies in Malaysia and lead in telecommunication sector. Founded in 1984 and become Malaysia's largest telco provider of internet and data services. Centered in Telekom Tower, Pantai Dalam, Kuala Lumpur before, but currently integrated into TM Cyberjaya. By entering 136 countries and more than 160 service partner, TM has expand their business globally under TM Global. By globally, the company has 7 regional offices located in United States, United Kingdom, Dubai, Hong Kong, Singapore and Australia.

. TM sets to enable Digital Malaysia by offering communication services and solutions in mobility, content, WiFi, Cloud, Data Centre, cybersecurity, IoT and smart services. The company is driven by stakeholder value creation in a highly competitive environment and striving to enhanced customer experience via continuous customer service quality improvements and innovations. Telekom Malaysia under TM Technology Service Sdn Bhd can divide into 4 business cluster; Unifi, Unifi Mobile, TM Global and TM One. For digital purpose, TM wholly owned TM Digital Sdn Bhd and for subsidiaries, the company fully owned more than 10 companies including; Universiti Telekom Sdn Bhd, Yayasan Telekom Malaysia and Telekom Research & Development Sdn.Bhd (TMR&D).





## 2.2 LOCATION

Telekom Malaysia Berhad headquarters located in Menara TM, Jalan Pantai Baharu, 50672, Kuala Lumpur Malaysia. The headquarters or known as Menara TM built in 55 storey with 310 meter meter tall skyscraper.

In 2023, TM has launch their new headquarters in Cyberjaya (S.Birruntha, New Straits Time, May 10 2023). The new HQ is also officially become Telekom Malaysia Campus. The campus has an open



space concept equipped with advanced technology infrastructure to facilitate TM people to co-create digital platforms and smart solutions (Datuk Imri Mokhtar,2023).

## 2.3 VISION

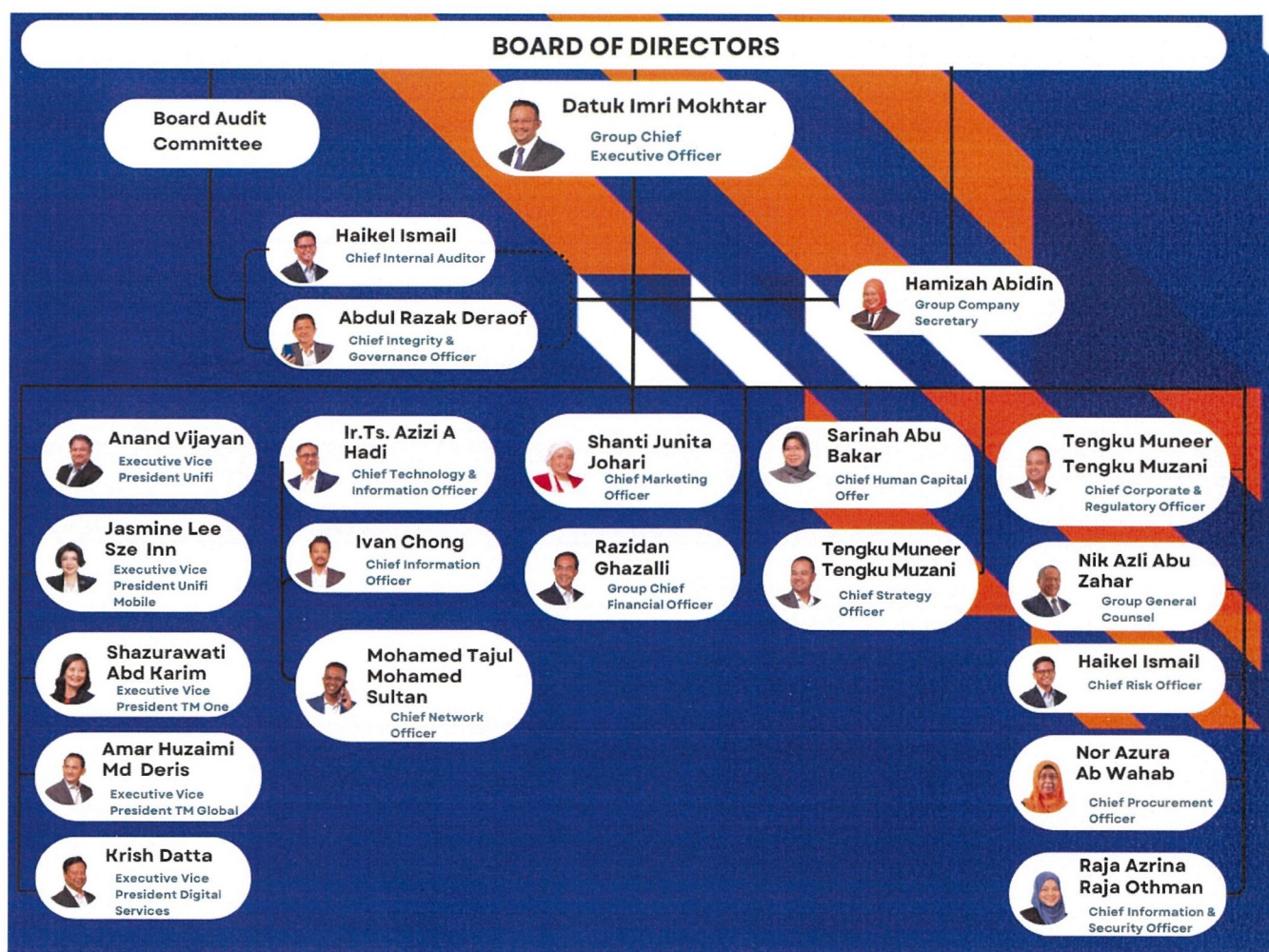
- To shape a Digital Malaysia through technology that empowers communities, businesses & Government.

## 2.4 MISSION

Humanising technology and making it accessible to all Malaysians in a sustainable manner.

- For **communities**, we enrich everyday moments by enabling converged lifestyle solutions.
- For **businesses**, we enable growth by providing integrated solutions & strategic collaborations that accelerate business transformation.
- For **Government**, we accelerate the nation's aspiration towards becoming a Digital Malaysia with holistic connectivity, platform and digital solutions.

## 2.5 ORGANIZATIONAL STRUCTURE





## 2.6 PRODUCTS AND SERVICES

### 2.6.1 Unifi



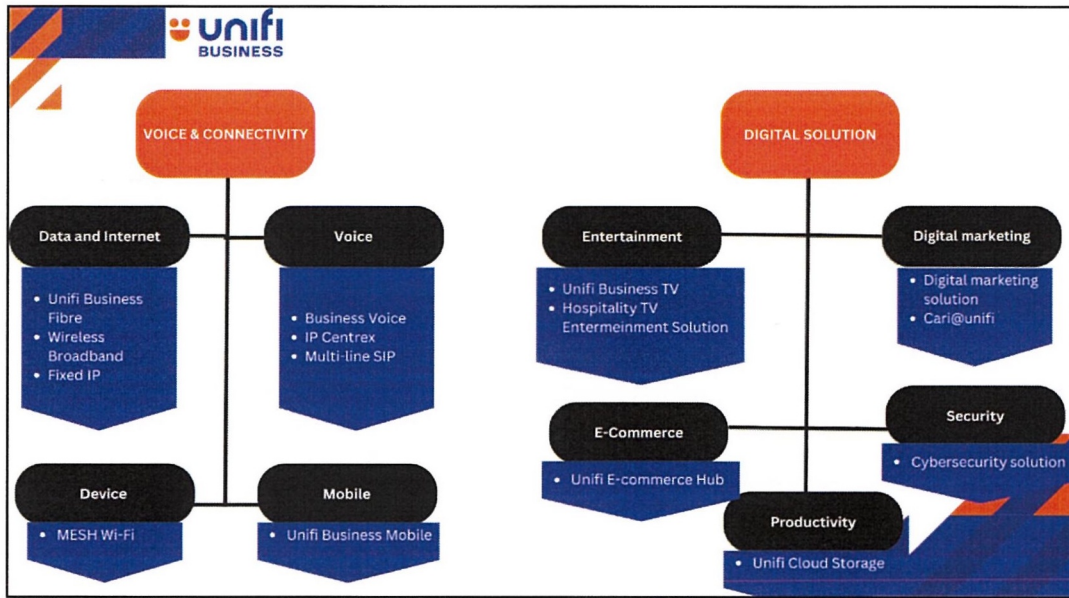
Unifi is one of the internet service providers in Malaysia and the most popular service in Telekom Malaysia. Founded in 2010 and surpassing 2 million customers in 2021, proving strong brand recognition and brand loyalty. Unifi received tons of awards; PC.com Best Product of The Year 2021 (Best Business Fixed Broadband Service Provider), CX Asia Excellence Awards 2021 (Best Use of Mobile – Silver), World Branding Awards 2020/21 (Brand of The Year – Best Broadband and Internet Service Provider).

Unifi can be focuses into personal and business preferences where both can benefit the customers based on their needs and wants. For home and personal, Unifi offering few plans to be choose; Unifi Home Broadband Plan, Unifi Mobile Plan and All in One Unifi Plan. All the plans have packages to be choose and customers can choose any packages suit to their budget and preferences. For a big family, they can choose 2 Gbps Bandwidth packages with as low as RM429.90 per month including Netflix, Unifi TV with Ultimate Max and Free Unifi Plus Box. It can vary for small family; may choose lower package that meet their budget and needs. Under Unifi Mobile Plan, customer can choose postpaid or prepaid plan as they also provide smartphone deals for users.

#### NEED A PLAN?

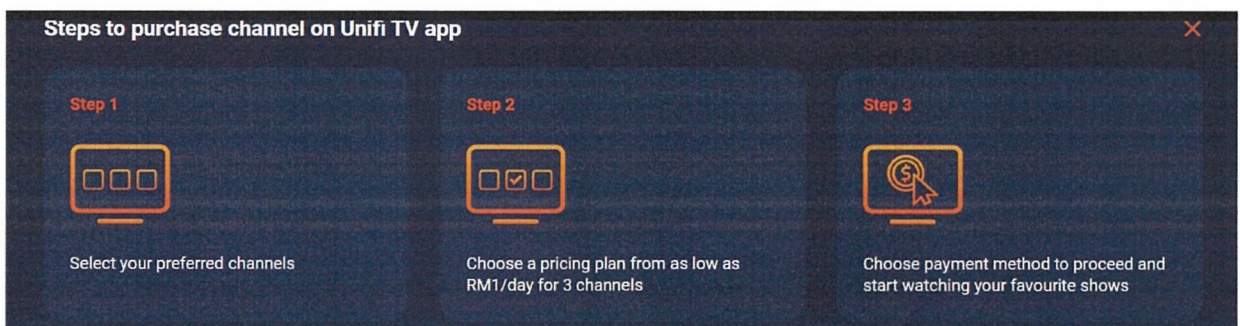
Three promotional cards are shown side-by-side. Each card has an orange background and a blue decorative element on the right. The first card is for 'UNIFI HOME BROADBAND PLAN' with a Wi-Fi icon and the text 'High speed internet designed to meet your needs'. The second card is for 'UNIFI MOBILE PLAN' with a mobile phone icon and the text 'Stay connected even when you're on-the-go'. The third card is for 'ALL-IN-ONE UNIFI PLAN' with icons for Wi-Fi, a mobile phone, and a play button, and the text 'Smarter plans for whole family that has broadband, entertainment and mobile'. Each card features a blue 'VIEW PLANS' button with a white arrow pointing right.

For business, Unifi offering business solutions and plans that can help business in term of enhance connectivity, e-commerce, security and entertainment. Business has different priority than personal as they broadband can influences their sales, management and flow of works. Unifi business offering 2 products; voice & connectivity and digital solutions.



**Figure 2.2: Unifi Business plan and packages**

Moreover, Unifi also offering Unifi TV or formerly known as Hypp TV where content TV is delivered digitally through an internet network (unifi.com.my). TV content is delivered with 5G highspeed broadband service connected with Unifi TV Box. Unifi TV offering you interactive applications, broadcast Live TV channels and offered in some of our Unifi packages. Users can enjoy more than 70 premium channels with streaming apps as low as RM60. In addition, users also can customize their preferred channel by only 3 easy steps (Figure 2.3).



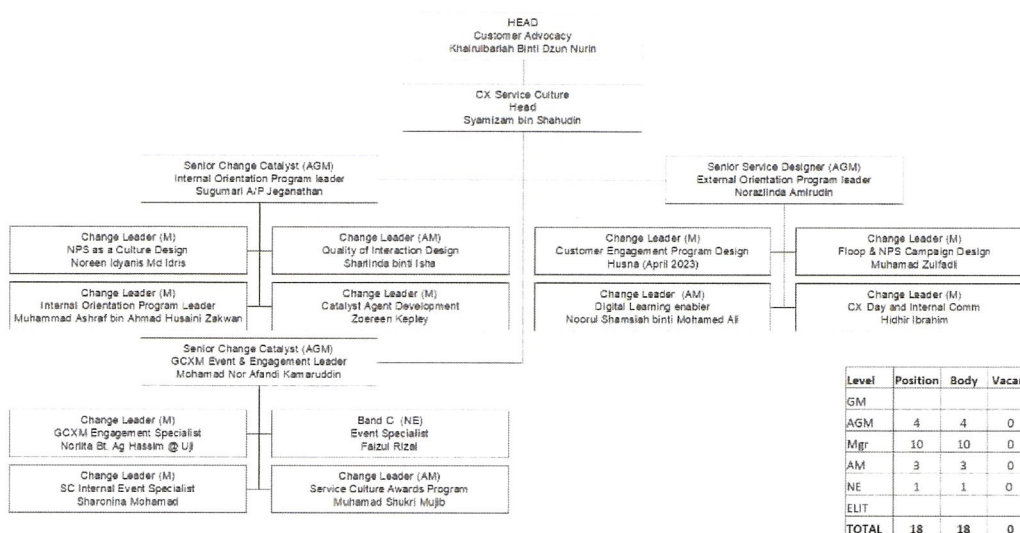
**Figure 2.3: Steps to customize preferred channel**



### 3.0 TRAINING REFLECTION

I started my internship in Telekom Malaysia on 13<sup>th</sup> March 2023 and expected to finish on 15<sup>th</sup> August 2023. I was assigned under Group Customer Experience & Marketing (GCXM) department and having Mr. Hidhir Bin Ibrahim as my supervisor. In specifically, there are few sub-departments under GCXM and I was placed under Service Culture Team, led by Mr. Syamizam Bin Shahudin. Service Culture Team divided into three; Internal (IO), External (XO) and Event Engagement (EE) where I am part of External (XO).

#### CX CUSTOMER ADVOCACY – Service Culture



### 3.1 Service Culture organizational structure

In Service Culture department, our main focus is on enhance skills and providing training to our TM staff, with the goal of enhancing the services we offer to our customers. As backend team, we strive to give solutions for challenges facing by our TM staff especially our frontliner team (customer service). Training, module, focus group discussion (FGD) are some of platform and initiative to achieve the goal.

As an intern student in the department, I was assigned to help the whole Service Culture Team as the team believe I will gain variety knowledges and skills. For main task, I was responsible to help managing an application built by Service Culture, Edubite. Being an admin, my daily task is approving new user, oversee review made by users and checking

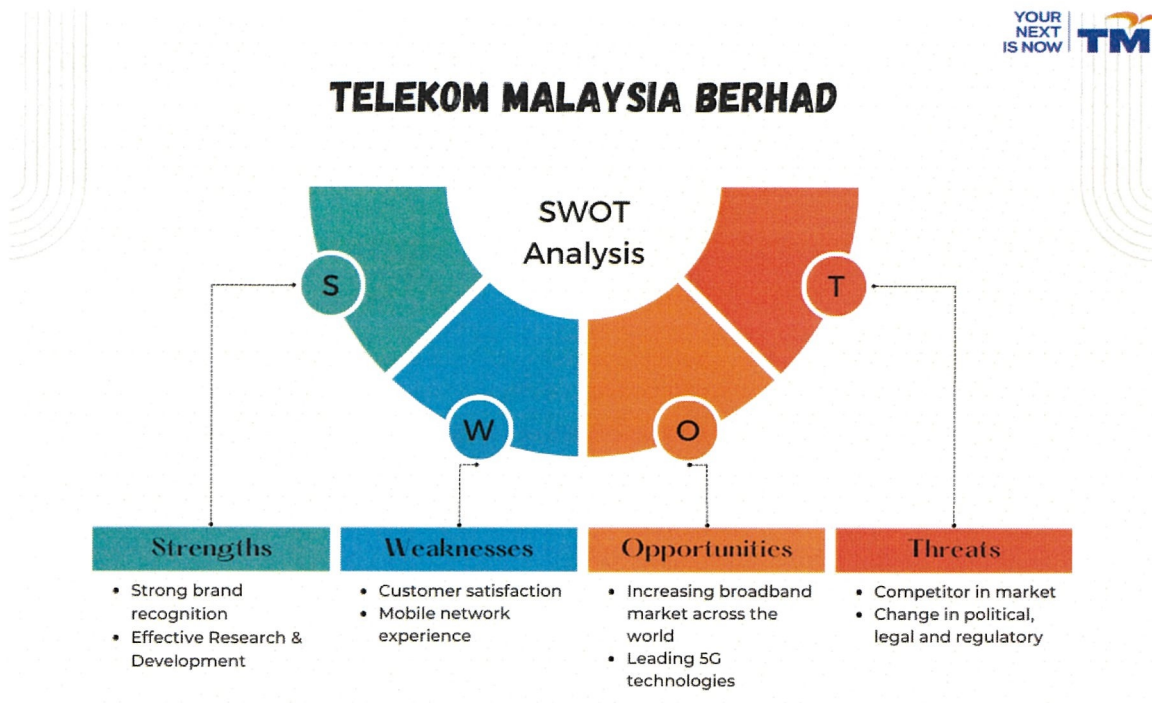
Edubite's Outlook. As Edubite is still under developing process, I am helping the team in weekly pre-testing session to identify bug and technical issues. Moreover, the team also launched few sessions to introduce Edubite to TM staff and I am responsible to assist participants by guiding the installation. In the end of the month, I will help the team to identify Edubite monthly winners and prepping for posting the prize.

Besides, I am also responsible in helping training sessions. In June and July, Service Culture held a big training session, "*Turun Padang Session*" which covered most of states in Malaysia. I am helping my team by contributing ideas, preparation and decision making. I am travelling to Gombak, Melaka, Cyberjaya and Sri Petaling branches to provide support to the team and help assist the participants. Moreover, I am also helping my supervisor in designing poster, extract raw data and update latest information of training sessions. In extracting raw data, I learn how to manage vouchers and reward recognition where it is required a lot of process and steps.

During my internship in Telekom Malaysia, one of the benefits I received was a monthly allowance. I received RM800 on the 15th of each month. As part of the Service Culture Team, our working days were from Monday to Friday, adopting a hybrid approach where we only came to the office on Wednesdays and Thursdays. Additionally, our working hours started as early as 8:30 a.m., and we would finish at 5:30 p.m. before returning home.

From this training, I learned a lot of techniques, procedures and work culture in Telekom Malaysia that will valuable myself in future. I was exposed to many applications and new platforms such as using Trello for weekly task reminder, Microsoft Teams as main platform for meetings and using Outlook instead of Gmail. The exposure helps me in learning real working world of industry which totally different from university life. Moreover, from the training, I am also gaining a lot of personal development. In my department, interns are treating like workers where they want interns to stand up, give opinion and be confident. In May 2023, I was appointed to become one of the emcees for Hari Raya Event "*GXXM Terlajak Raya*" as it boosts my confident level to speak in front of people. I am also adapting in their work culture which punctuality is very crucial. For every meeting and program, the team will ensure they start on-time and ended on-time where I applied in my daily life trying to be punctual. I am grateful for having Service Culture Team as they are very flexible and have a good communication that help me to work and learn without pressure.

## 4.0 SWOT ANALYSIS



**Figure 4.1 Swot Analysis for Telekom Malaysia**

## 4.1 STRENGTHS

### 4.1.1 Strong Brand recognition

Telekom Malaysia (TM) is a well-known telecommunication company in Malaysia and become people choices of Wi-Fi, broadband and mobile plan. The company is easily recognized by Malaysian with their orange and blue logo that can be found in many houses, buildings and advertisement platform (billboard, television). Telekom Malaysia's main product, Unifi hits 2 million customers in May 2021 proved that the company has a strong brand recognition and strong brand reputation (Telekom Malaysia,31 May 2021).

As the company proved their strong brand recognition, they have been awarded with numerous award; Brand of the Year (2022-2023 Broadband/ISP Malaysia), Best in Consumer Satisfaction for Pay Television Award (MCMC Star Rating Awards 2021), Converging the Best Content and Device Offering (Bronze, d-awards 2022). Additionally, the company not only focusing local segmentation, but they also expanded their business into 6 countries. Under TM Global division, Telekom Malaysia awarded 2 awards in 2023; Asian Telecom Awards (Telecom Company of The Year) and Asian Telecom Awards (Wholesale Company Initiative of The Year).





#### **4.1.2 Effective Research & Development**

Telekom Malaysia is striving in developing latest technology in their both products and services to provide the best to their customers. Therefore, the company created TM Research & Development (TMR&D) division in 80's but later incorporated as a R&D company in 2001. Under TMR&D, they develop smarter digital solutions that enable businesses to benefit from the current industrial revolution. The solutions help the company in improving their products and services that contributing to company reputation. Intelligent platforms are one of their strengths as they develop integrated AI driven in empower network operation team, reduce customer complaints and faster troubleshooting and network restoration. Additionally, for connectivity and tools, TMR&D deliver cutting edge solutions to create smarter digital ecosystems through FIRA and Centurion tools. FIRA helps enhances network coverage by seamlessly improving signal quality as people can enjoy high speed broadband service anywhere even in rural and suburban areas. By then, Telekom Malaysia can improve and elevated their business to hit the top notch.

### **4.2 WEAKNESSES**

#### **4.2.1 Customer satisfaction**

Although Telekom Malaysia implemented several AI technologies, the company still facing a huge number of complaints. Complaints in telco can be divided into network, bill and charging, service delivery, mobile number portability and SMS service. Network and bill & charging are top complaint category facing by Telekom Malaysia (Bernama,2018). Most of the complaint arguing their plan pricing and network speed as customer claim Unifi is quite expensive compared to their competitor but giving the same quality with other telcos. Customers are having high expectations as they pay extra to having best network experience at Unifi. However, in some situations such as heavy rains, rural areas and number of Wi-Fi users can affected the speed and connectivity that Unifi must improve their service to give the best to their customers. In other situations, there are potential customers complaints about their limited 'port' in some areas. As Unifi hit 2 million customers in 2021, most of the 'port' are full and new customers feel frustrated as they are unable to install Wi-Fi their home or office. Therefore, Telekom Malaysia must take some action and improvement in achieving customer satisfaction.

### 4.2.2 Low Mobile Network Experience

Telekom Malaysia have a big connection as they also become provider and supplier to some of other telecommunication company in Malaysia. However, it is not an assurance for TM to be comfortable as their competitors are very competitive. The competitive can affected customer loyalty and cause shift brand if the company do not improve their strategies in fulfil customer’s satisfaction. Based on statistics, it shows Maxis and Celcom highly competing in leading of mobile network experience (Open Signal,2023). In 2017 until 2020, Maxis consistently leading but starting from 2021, Digi and Celcom have competed Maxis. However, for Unifi, they only stay top for consistent quality as other category such as video experience, games experience, download speed experience and upload speed experience conquered by other telco companies. This shows that the company still not exceed their customer needs and expectation.

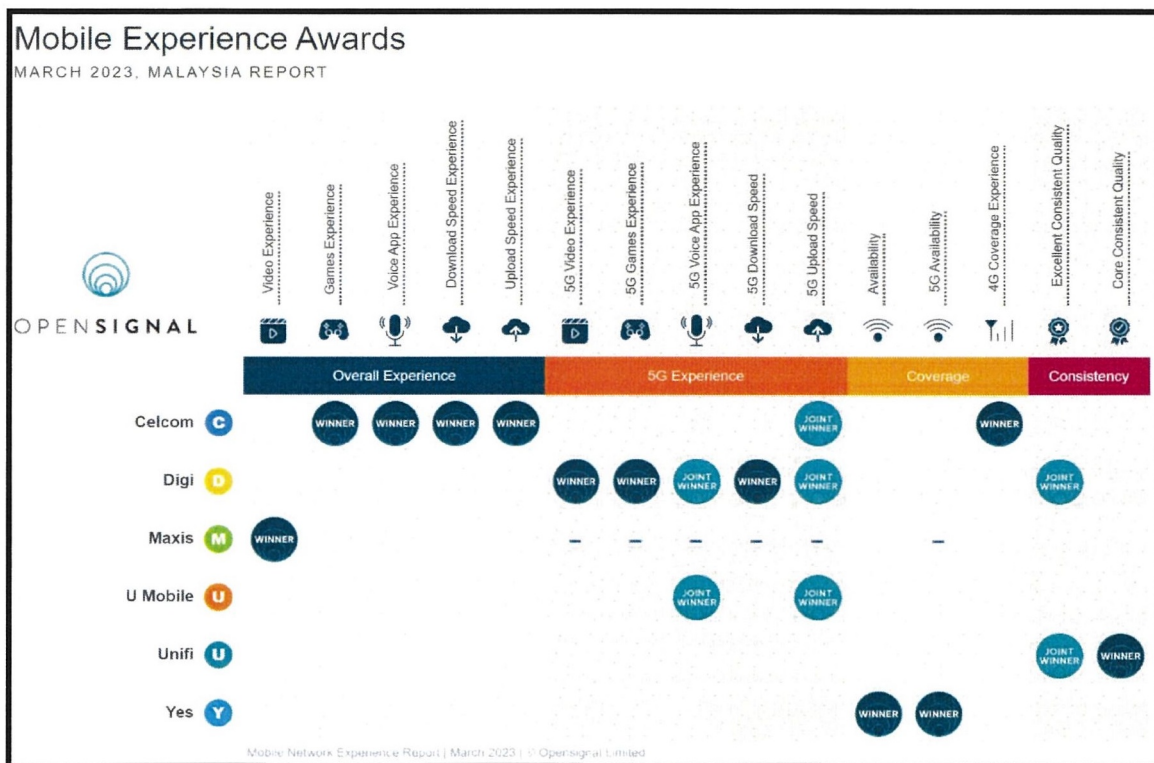
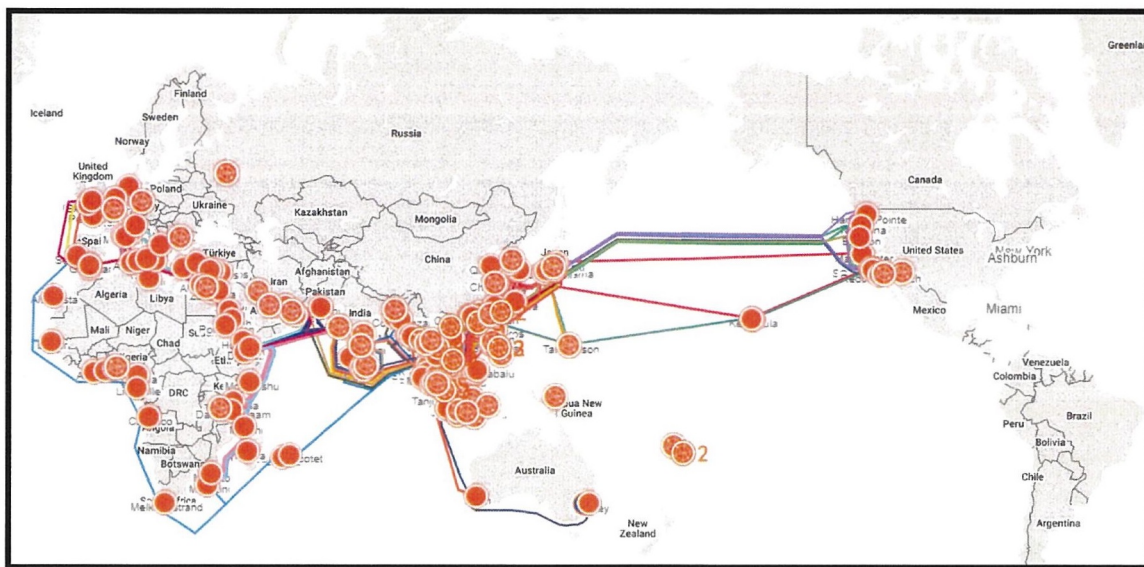


Figure 4.2: Mobile Experience Award (March 2023) by Open Signal

## 4.3 OPPORTUNITIES

### 4.3.1 Increasing broadband market across the world

Telekom Malaysia has known well in Malaysia and expanded their market overseas. Entering world market is big project where a company must take a lot of consideration and strategies to ensure they are competitive enough. Telekom Malaysia has winning numerous awards within Asian region, and a big potential for the company to grow more their market worldwide. The company have entering over 160 countries worldwide and entering developing countries such as Africa is a good opportunity. Africa is one of the continents that Telekom Malaysia do not fully enter and there were likely to get high demands on telecommunications due to importance of telecommunication around the world. Broadband can be a high demand product in the continents and give a new experience to them through FIRA which they can enjoy high speed broadband anywhere including rural areas.



**Figure 4.3: TM worldwide coverage map**

### **4.3.2 Leading 5G technologies**

5G technologies became popular and get high demands as it offers high speeds in upload and download, more consistent and stable connection and more capacity (aws.amazon.com). Telekom Malaysia itself developed and implemented 5G technology in their products and services. TMR&D develop 5G technology by combining with artificial intelligent (A.I) that can ease the business flow. By implement 5G technologies, Telekom Malaysia benefits their customers to enjoying better internet connection and longer range of Wi-Fi. As in March 2023, statistics shows Digi is leading in 5G technologies in Malaysia but with TM Research and Development, Telekom Malaysia can compete Digi and other competitors. TMR&D have proven their potential by numerous of achievements and big contributions in Telekom Malaysia. Therefore, Telekom Malaysia can leading 5G technologies in Malaysia through TMR&D.

## **4.4 THREAT**

### **4.4.1 Competitor in market**

Telekom Malaysia is faced with several threats including competitor in market. In digital era, the number of telecommunication company is rising and competitive in the market. Customers can easily make comparison and choose the one that benefited them especially in term of pricing, services and network coverage. Telekom Malaysia competitors such as Maxis, Celcom and Digi nowadays have implemented excellent service as well as attractive packages for their customers. Based on a report on Malaysian user's experience (March 2023), Celcom is the winner of overall experience (games, voice app and speed). Moreover, the competitor also up-to-date about latest technology as Telekom Malaysia is not the only telco company who providing 5G technology. As in March 2023, Digi is leading in 5G experiences and sharing same position with U Mobile for 5G Video App Experience award. The competition shows that Telekom Malaysia need to improvise their strategies to ensure they can be the top telco sector.



#### **4.4.2 Changes in political, legal and regulatory**

In business there are some unexpected or uncontrollable activities including changes in political, legal and regulatory. For Telekom Malaysia, the threats are big challenges for them as they must always be up to date about the changes, not only Malaysia but also for countries they entered. Increase or decrease in tax is one of the examples that can affected Telekom Malaysia as it could add risk and lead to loss. By adding risk and lead to loss, it can affect to their global presence and investors withdraw their investment. Covid-19 outbreak is one of the examples of government imposed new rules and regulations as well as alter the existing one to suit the situations. During Covid-19, Telekom Malaysia obey to the rules where workers cannot go to the office. Some departments such as installation team affected badly as they cannot do installation at customer's house. By then, it affected company's sales and occur loss for the company.



## 5.0 DISCUSSION AND RECOMMENDATION

### 5.1 STRENGTHS

#### 5.1.1 Strong brand recognition

A company who achieved strong recognition can be describe as stable company where people can easily recognize their products or services without hearing the company's name (Will Kenton,2022). Telekom Malaysia or known as TM is well-known telco brands in Malaysia with their logo and services around Malaysia. The company who remains competitive in the market have their own strategies in competing the new rivals which gain high reputations with awards and achievements.

For recommendation, in order to strengthen their brand recognition, Telekom Malaysia can **enhance the use of social media**. Social media is the best platform to enhance brand awareness which it was extent for strong company such as Telekom Malaysia. The company must be up-to-date on the social media to identify customer's needs and wants from time to time as lifestyle and preferences change rapidly. On social media, customers can engage with Telekom Malaysia by sharing their thoughts, opinion and preferences as indirectly increase the customer loyalty. As the number of loyalty customer is increasing, the customers will keep Telekom Malaysia in their mind when it comes to telecommunications, Wi-Fi, broadband and services.

#### 5.1.2 Effective Research and Development (R&D)

In order to compete in the market, a company must distinguish themselves from the competitor and uniqueness can be advantages to the company. Telekom Malaysia's competitors including Maxis, Celcom, Time, Digi and Umobile have their own privileges and specialty in the sector that can increase brand loyalty among consumers. Research and Development (R&D) is one of the uniqueness in Telekom Malaysia which the company have specific division to continues make innovation and explore latest technology in order to create solution for the global market.

As recommendation, Telekom Malaysia **can produce and innovate more products and services through Research & Development**. For your information, Telekom Malaysia through TMR&D has innovated some tools that help business and people to create value using smarter digital ecosystem. As Telekom Malaysia very significant with Unifi, customers

surely want new and fresh services from the company. As innovation is one of the strengths of TMR&D, Telekom Malaysia can take the advantages to produce new product. As an example, robotic in enhance the company flow. Beside having latest technology, the company can overcome some issues; human error and production time.

## 5.2 WEAKNESSES

### 5.2.1 Customer satisfaction

Customer is the heart of any business and to run a business, a business need customer to do transactions with them. Business is not only about selling and buying activity but engaging with people and create brand loyalty as well. In order to create brand loyalty, customer satisfaction is important as research shows that high satisfaction leads to greater customer retention, higher lifetime value, and a stronger brand reputation. For Telekom Malaysia, customer satisfaction is still moderate and need to be improve in order to avoid customer shift brand to the competitor.

For recommendations, Telekom Malaysia must **recognize and understand customer's needs and wants**. As customer have their own needs and behaviour, survey can be one of the solutions to identify the problem and their recommendations. The survey can be clustering into few groups and come out with better solution based on their preferences. As an example, for cluster who complaint on pricing, Telekom Malaysia can come out with better package that suit with their preferences. Even though Unifi offered a lot of packages, but they can offer more with added value such as the package is included with family insurance. By then, the customers will focus more on the added value compare the price.

In addition, Telekom can **improve Wi-Fi dead zone issue**. Wi-Fi dead zone is one of the crucial issues in every telco as in some place or range, Wi-Fi does not function. Blockage such as wall is always the problem which the router or mesh Wi-Fi is nearby but disconnected due to wall. Based on customer's complaint, most of the issue is come from connectivity and internet speed as Wi-Fi dead zone issue is one of the major factor. Therefore, Telekom Malaysia can do some R&D to solve the issues and customers can access internet at anytime and anywhere without facing Wi-Fi deadzone issues.

### 5.2.2 Low mobile network experience

People are expecting high speed internet connection in easing their daily activity and slow internet speed can affect people's activity. Working people, gamers and even student have their own priority to be done and by then, they will choose the best telco with high mobile network experience to become their choice. In recent years, Telekom Malaysia only hold top consistency telco provider in Malaysia and action need to be taken to compete with the competitor and winning other categories as well as increase their mobile network experience.

For improvement, I suggest Telekom Malaysia to **improve their internet speed and connectivity more than competitor done**. Based on Figure 4.2, it shows the competitors such as Digi and Celcom winning overall and 5G experience which included download and upload speed. From that, Telekom Malaysia can improve their service by providing faster internet connection that meet customers need and expectation. For example, gamers relying on high speed to avoid lagged and occur loss and frustration. By providing high speed internet connection, gamers will be satisfied with the service and recommend to their friends and friends. Downloading and uploading file is important for people with heavy task such as photographer and videographer where they need fast internet to upload and download their photos and videos. Therefore, high internet speed is a crucial issue to be solve by Telekom Malaysia to ensure the customers not shifting the brand.

## 5.3 OPPORTUNITIES

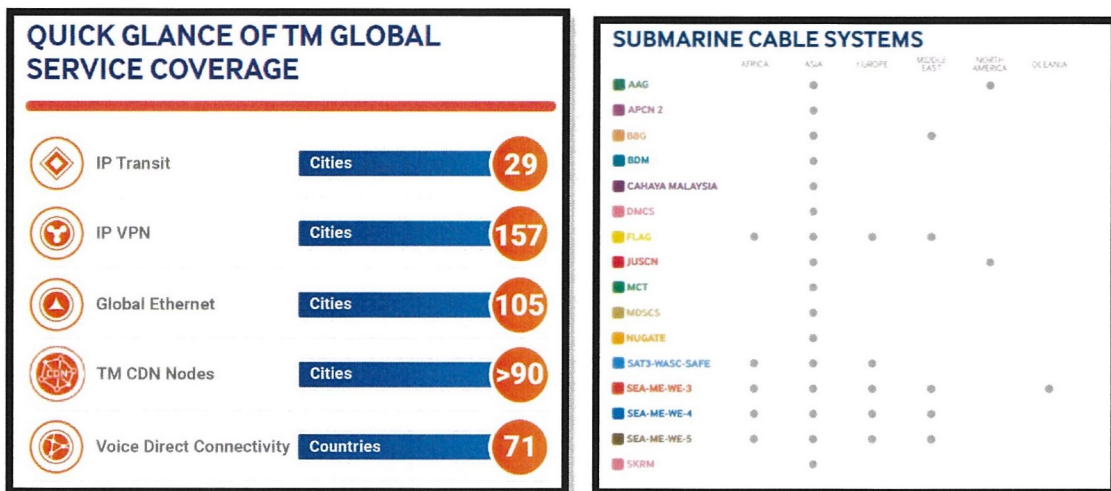
### 5.3.1 Increasing broadband market around the world

Broadband currently used in most household, offices, company and everywhere. Telekom Malaysia has expanded their market into worldwide and it was opportunity for the company to grow more. However, the company have their own specific service coverage for each country they entered. For Asian countries the company entered, they enjoy almost all coverage included submarine cable systems (Figure 5.1). Vice versa, for another region such as Europe, Africa, Middle East, North America and Oceania, the company still developing full-service coverage as Asian.

For recommendations, I am suggesting Telekom Malaysia to **increase number of worldwide service partner to expand their broadband market** especially when entering new countries or cities. Service partner from the home country can help gain trust and loyalty

from the customer and easier for Telekom Malaysia to expand their market. Moreover, service partner can provide information such as expectations, culture, needs and wants that valuable to Telekom Malaysia to sustain their brand in the country. Developing countries in Africa region are potential geographic to be entered as based on Figure 4.3, Telekom Malaysia only focused on few countries.

Other than that, to strengthen their brand in entered countries and cities worldwide, they can **provide more coverage and submarine cable systems to improve the connection**. Each cable systems have their own specialties and function, but in some countries entered, they only enjoy part of the submarine cable systems only. By the, all countries or cities have different internet experience as Asian enjoy all of the specialties and function. Therefore, Telekom Malaysia can take some initiative to ensure all countries, cities and region have the same experience as Asian do.



### 5.3.2 Leading 5G technologies

Every company have their own specialties and by then, it became their opportunities in the sector or market they are presenting. For telco sector, they are dealing with technologies that require them to be up-to-date and follow the trend to ensure they are competitive in the market. Telekom Malaysia have their own specialties where they are focus on research and development as they win numerous awards on their innovation and digital workforce solution. The company has implemented 5G technologies in their product and services through TMR&D and it was an opportunity for them to lead 5G technologies in Malaysia.

For recommendation, Telekom Malaysia can make some **investment on developing and explore more in 5G technologies**. The company itself has developed 5G technologies in their product and services as the customers upgraded their broadband into 5G that giving higher internet speed, improve bandwidth and increase security. In Malaysia, Digi currently leading in 5G experience among Malaysian users but Telekom Malaysia competing their competitor by investing in 5G technology. As an example, for services, the company can elevate their packages and create solution in lowering breakdown turnover rate through 5G technology.

## **5.4 THREAT**

### **5.4.1 Competitor in market**

In every sector, they must face competitor and be competitive to ensure they are relevant in the market. Nokia is one of the examples of competition in the market is crucial and important to be remain relevant in the market. Nokia is a successful brand, but the company did not want to upgrade into LED touchscreen and led to downfall of the brand in the market. The competitors who saw the opportunity, develop the LED touchscreen features gain market attention and remain competitive while left Nokia behind. For Telekom Malaysia, the competitors are currently high compete as they implement new products, services and strategies to attract the customers. The competition is a big threat for Telekom Malaysia as the company must ensure their brands in customer top choices and increase customer loyalty.

Telekom Malaysia can compete their competitors **by implement new strategies that enhance their strengths** and create more opportunity for company to grow more. Beside only focusing how to maximize the profit, the company can focus on the customer and the service improvement. Customer is the crucial part as enhance loyalty customers are more important rather than having new customers. By the, Telekom Malaysia can figure out strategies on how to build relationship with customers and how to fulfil their preferences.

### **5.4.2 Changes in political, legal and regulatory**

A minor change can affect the whole company. It also depending on how the company manage and strategies to drive the changes into beneficial. However, when dealing with political, legal and regulatory, Telekom Malaysia must be more aware as they are dealing with financial, employees, production, management and many more. As Telekom Malaysia entered world market, the changes can affect the company in many ways



especially when the changes involving financial issues as it can led to loss for Telekom Malaysia.

For recommendation, Telekom Malaysia can **proactively monitor geopolitical movements** and ensured compliance with revised frameworks in the countries they are dealing with. By monitoring the geopolitical movement, the company can make a prediction and avoid the risk as much as possible. By then, Telekom Malaysia can produce monthly risk assessment reports to plan strategies on upcoming or predict future.

## **6.0 CONCLUSION**

In conclusion, industrial training or internship help students in learning and exploring real-work experience as well as gaining knowledges for future. Get to know and understanding company's culture, management and lifestyle are important before entering the company. However, resume is one of the tickets to be hired, smart and creative resume help increase the chances to be chosen by the employee.

Finally, I am happy and thankful throughout my internship journey as I learned and gained a lot of skills and knowledge. Telekom Malaysia give such a big opportunity to internship student to learn as much as they can. Besides having real-work experience, I am also elevated my leadership, communication and confidence skills. Service Culture Team encourage and pushed me to be a leader, contribute my ideas and be confident to confront people. We also believed, everything is learning process as the team practising discussion and teamwork in handling tasks. By internship journey, I am also learn how to evaluate company SWOT analysis and give recommendations. In overall, I believe through this internship experiences, I can grow my future and success in every path.

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**8.0 APPENDICES**



**(Being emcee for GCXM Terlajak Raya Event)**



**(Give support to team at TM Melaka)**



**(Turun Padang session at TM SriPetaling)**





**(Assist team in Edubite session at TM Annexe 1)**



**(Leadership training at MMU Cyberjaya)**



**(Team lunch and essential skills training)**



**(Attending Hari Raya Event at TM Cyberjaya)**



**(Team leader for CA Get Together team building at MMU Cyberjaya)**