



**A STUDY ON SUCCESS FACTOR OF STREAMYX
PROMOTION IN KOTA KINABALU SABAH**

**WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
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1.0 INTRODUCTION

1.1 INTRODUCTON OF THE STUDY

Telekom Malaysia Berhad (TM) is the largest telecommunication company in Malaysia and also Southeast Asia's second-largest telecommunication company. It has a monopoly on the fixed line network and has a considerable market share of the mobile communications market after its acquisition of Celcom and merging with its mobile operation arm, TM Touch.

TM has an internet service provider subsidiary (TM Net) offering narrowband and broadband connectivity. Broadband connectivity is through DSL under TM Net's Streamyx brand. Due to its near monopoly of the last mile connections, TM Net is now the sole DSL broadband provider in the country. Telekom Malaysia officially changed its global brand from Telekom Malaysia to TM in April 2005.

Streamyx is the brand name of the broadband services own and operates by TM (formerly known as Telekom Malaysia). TM's high speed data carrying network strata the entire nation. Thus Streamyx can offer users a high speed broadband internet access regardless of their location within Malaysia.

Streamyx is a type of "wired" broadband, the data packages are transmit via hardwire from the point of user to the international gateway. Therefore, the users can expect a fairly uniform bandwidth allocation at all time and not adversely affected by the weather, location or altitude. TM Net was established in 1995 by the then state-owned and now government linked telecommunications company, Telekom Malaysia Bhd.

It was deployed in 1995 on a technical trial and commercial trial between TMnet and COINS. The first commercial trial of xDSL by TM was done through a service known as HiS that was deployed together with Ericsson in 1999. Streamyx was launched in 2001.

1.1.2 Company Perspectives

Their vision is to be the communications company of choice--focused on delivering exceptional value to our customers and other stakeholders. To achieve their vision, they