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UNIVERSITI
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MARA



INDUSTRIAL TRAINING REPORT AT TM TECHNOLOGY SERVICES SDN. BHD.

PREPARED BY:

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INDUSTRIAL TRAINING REPORT

MGT 666



COMPANY: TM TECHNOLOGY SERVICES SDN BHD

(1 MARCH 2023 – 15 AUGUST 2023)

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DATE OF : 31 JULAI 2023

SUBMISSION

EXECUTIVE SUMMARY

According to the plan of study, internship is the last course for all undergraduate programs in the Faculty of Business and Management. A student is required to undergo internship attachment or on-the-job training in areas related to our academic degree and field of concentration. This internship course serves as a practical training ground for a student to receive practical knowledge and workplace skills that give experience with work and responsibility in carrying out tasks assigned by the company. It would enhance practical skills, knowledge, and attitude in carrying out the task. Therefore, I have successfully completed this Industrial Training Report as a company that I have been working for which is TM Technology Services Sdn. Bhd. (TM Tech) under division of section consumer sales in Kuala Kangsar, Perak branch. I started to work at this company from 1 March 2023 where from my observation that this company is the best place to start and develop your career and skills. TM Tech offers a comprehensive, market-competitive pay and benefits package to support employees' professional and personal needs. This may vary according to the role and location. TM Tech is one of the largest integrated information and communication groups in Malaysia. In this report, I have included several components by examining positive and negative elements within and outside the organization, the conclusion of the SWOT Analysis, and a few suggestions for TM to make changes or improvements for future use.

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3.0 COMPANY'S PROFILE



Figure 1: Company Logo

TM Technology Services Sdn. Bhd. (TM) is the national connectivity and digital technology provider and Malaysia's leader in converged telecommunications. For 77 years, TM has provided the nation with a comprehensive range of communication services and solutions, and the company is proud to continue to play a part in maintaining inclusive connectivity for all Malaysians.

TM, which was founded in 1946 as the Malayan Telecommunications Department, has risen by leaps and bounds through the country's telecommunications evolution. As part of its commitment to sustainability, TM leverages its inventive culture to provide smart solutions that not only make lives easier for the community and businesses but also protect the environment. TM is poised to enable an end-to-end digital ecosystem to help Malaysians build a more sustainable future.

TM offers a wide range of communication services and solutions in enterprise, digitalization, fixed (telephony and broadband), mobility, content, WiFi, ICT, cloud, data centre, cyber security, the Internet of Things (IoT), and smart services. Anchored on its main growth areas, TM is driven by stakeholder value creation and emphasises delivering a better customer experience through continuous customer service quality improvements and innovations while ensuring higher operational efficiency and productivity.

TM continues to evolve to satisfy the needs of its stakeholders and future demands and to lead the industry in innovation, customer centricity, and value generation, guided by its vision of being a human-centred tech company. TM's business and solutions are evolving to place people at the core of everything as part of its transformation journey. The Group is

committed to developing and implementing technologies that have the potential to improve Malaysians' lives and experiences in a variety of ways.

TM is dedicated to ensuring a sustainable future and increasing the community's social, economic, and environmental well-being. TM has also set ambitious sustainability targets backed by industry best practises to track its near- and long-term sustainability performance. TM adheres to the highest ethical, integrity, and transparency standards, which are supported by strong corporate governance.

Last but not least, TM is uniquely positioned to directly serve the nation's interests and have a bigger impact on different populations. They will invest in developing their core business, exploring new growth areas, and creating a beneficial influence on communities and the nation as a whole as a result of their strong commercial and sustainable returns.



Figure 2: Menara Telekom

3.1 VISION, MISSION, OBJECTIVE AND GOAL COMPANY



To shape a Digital Malaysia through technology that empowers communities, business and Government.



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

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

○ OBJECTIVE

Telekom's goal is **to build and incubate a digital nation for all to enjoy**. Their sustainable initiatives encompass environmental, economic, social, and governance aspects. It involves attempts to reduce emissions, financial assistance for education, resource optimization, and meeting stringent regulatory requirements. In this manner, they produce value for stakeholders, connect the nation, and contribute to the United Nations Sustainable Development Goals on a global scale. Finally, they are constructing a more capable Malaysia for all generations to enjoy for years to come.

3.2 PRODUCT/SERVICE OFFER

TM offers a wide range of communication services and solutions in enterprise, digitalization, fixed (telephony and broadband), mobility, content, WiFi, ICT, cloud, data centre, cyber security, the Internet of Things (IoT), and smart services. Anchored on its main growth areas, TM is driven by stakeholder value creation and emphasises delivering a better customer experience through continuous customer service quality improvements and innovations while ensuring higher operational efficiency and productivity.

- **Unifi**

Unifi, also known as Hypp TV, is a service that combines the internet, telephony, and IPTV. Unifi, the country's first HSBB service, debuted on March 24, 2010. Fibre-to-the-home (FTTH), Ethernet-to-the-home (ETTH), and very high-speed digital subscriber line 2 (VDSL2) provide last-mile connections to homes and businesses. According to BT Teleconsultant, a UK-based telco consulting business, the HSBB network rollout was one of the fastest and least expensive in the world. Unifi offers affordable and reliable convergent solutions to all consumer segments while always upgrading and developing the service and offerings. Unifi is a premier brand within Telekom Malaysia (TM), bringing you four technology-leading solutions for residential and commercial users, including Unifi Home, Unifi Mobile, Unifi TV, and Unifi Wi-Fi, all under one roof. Unifi will improve your high-speed internet, mobile, and entertainment experience by providing the fastest internet speed, a wider range of entertainment alternatives for you and your family, an affordable mobile package with unlimited data, and improved service stability.

The image displays two promotional banners for Unifi services. The left banner, titled 'Internet Tanpa Had', lists five internet packages: 800 Mbps (RM349), 500 Mbps (RM249), 300 Mbps (RM199), 100 Mbps (RM159), and 30 Mbps (RM119). Below these are mobile packages for Unifi Mobile, ranging from RM378 to RM198. The right banner, titled 'Tawaran eksklusif untuk anda Percuma naik taraf kelajuan Internet selama 6 bulan', offers a 6-month free speed upgrade for home broadband packages (800 Mbps to 30 Mbps) with prices from RM299 to RM89. It also promotes a 24-hour free trial for Unifi TV and other add-ons like smart home devices for RM30 and RM79.

Figure 3: Unifi Package

- **5G Sphere Programme** (TM ONE, 2023)

In addition, TM also has prepaid and postpaid plans that can connect to 5G networks, depending on where coverage is available. The next generation of mobile network infrastructure has arrived. 5G is now deployed across numerous states, industrial areas, and technology parks in Malaysia and is projected to be accessible to at least 80% of the population by 2024 (TM ONE, 2023). This will mark another evolution of information and communications infrastructure which will far outweigh our transformative experience during the transition to 4G. These tools will boost education institutions, factories, manufacturers, and the transport sector in revamping their systems and operations. There are also opportunities in propelling businesses in reaching 5G-related opportunities that lie on the horizon (i.e., Video monitoring, logistics, and fleet management).

3.3 ORGANIZATIONAL STRUCTURE



Figure 4: Consumer Perak Team

4.0 DURATION

I. Specific Date

The internship was completed in the allotted time frame. The internship programme will last six months, divided into 24 weeks. The internship began on 1 March 2023, and ended on 15 August 2023. TM Technology Services Sdn Bhd is open Monday–Friday from 8:30 a.m. to 5:30 p.m., except Friday from 8:30 a.m. to 5:00 p.m., and runs five days a week. Except for the intern, all employees use the punch card method, thus, the intern must physically key in the attendance summary on the attendance sheet that was provided for internship students every working day.

II. Working Days and Hours

Public holidays are not included, and a maximum of two consecutive days of leave including sick leave may be taken during the attachment. Furthermore, the attendance is compulsory to be monitored by supervisor. Every end of the month, student must submit the attendance sheet to intern@tm.com.my. Additionally, we need to work overtime on special occasions on Saturday or Sunday.

DAYS	TIME
Monday	8:30 AM – 5:30 PM
Tuesday	8:30 AM – 5:30 PM
Wednesday	8:30 AM – 5:30 PM
Thursday	8:30 AM – 5:30 PM
Friday	8:30 AM – 5:00 PM

Table 1: Working Days & Hours

4.1 DETAILS

ROLES AND RESPONSIBILITIES

As a trainee in the sales department, it is supposed to be my responsibility to spread information related to the product offered, which is Unifi. I also need to ensure that customers get clear and accurate information related to the products offered by the company. Besides being salespeople, we also need to organise the product strategy and the price of the product that we want to offer to customer. In addition, as a salesperson, we are responsible for keeping all important customer information in order to protect customer privacy.

As a salesperson, I need to be someone who is well-spoken and has the right way of socialising. I can practise my skills at the industrial training place. For example, when dealing with or contacting customers, I need to promote the company's products, use the right marketing techniques, and deal with the problems that occur. To some extent, the skills that I have can help other staff make their jobs easier because I am an expert in problem solving. This can be proven when I recommend the Unifi plan to a customer and they think the plan is prohibitively expensive. As the solution, I ask them to think carefully and seek advice before signing up with our plan to avoid giving them pressure. Therefore, communication skills are important for my job.

4.2 GAINS

I. Intrinsic Reward

- Experience

I am grateful to the Almighty that in 2023, after multiple interviews that I attended, Finally, I have been offered a position as a practical student at TM Technology Services Sdn. Bhd. I began my job at the Department of Consumer Sales and Marketing in Section Consumer Perak, Unifi. This position includes performing telemarketing and door-to-door marketing. Professional employees known as telemarketers are responsible for contacting customers to sell goods or ask for donations. They are responsible for maintaining a customer contact list, outlining the advantages or benefits of their services, and, if necessary, obtaining payment information. During my internship at TM, I was assigned to contact the list of Streamyx customers who have not switched to Unifi around Kuala Kangsar, such as Padang Rengas,

Liman Kati, and Lubok Merbau. After contacting this customer, I was tasked with promoting the latest UniFi package and getting them interested in subscribing to the offered package.

Moreover, another experience is door-to-door Marketing. The door-to-door marketing technique, often known as D2D is a direct selling strategy frequently used in sales, marketing, advertising, and campaigns. Sales representatives from D2D visit potential customers in their homes and persuade them to buy goods or services. During my internship at TM, I, along with the Unifi Kuala Kangsar team, went to the homes of targeted customers to promote the Unifi package to them.

During my internship, I received training from the marketing team on how to find potential buyers from the list of customers on our website that TM has. With that data, our team, agent, or reseller can attack the potential buyer or point of interest to promote our product, which is UniFi.



Figure 5: Door-to-door Marketing

II. Extrinsic Reward

- Monthly Allowance (RM 800.00)

During my six months internship, monthly allowances will be paid based on minimum attendance (at least 90%) and current CGPA (2.70 and above). The allowance amount is RM500 for Diploma and RM800 for Degree.

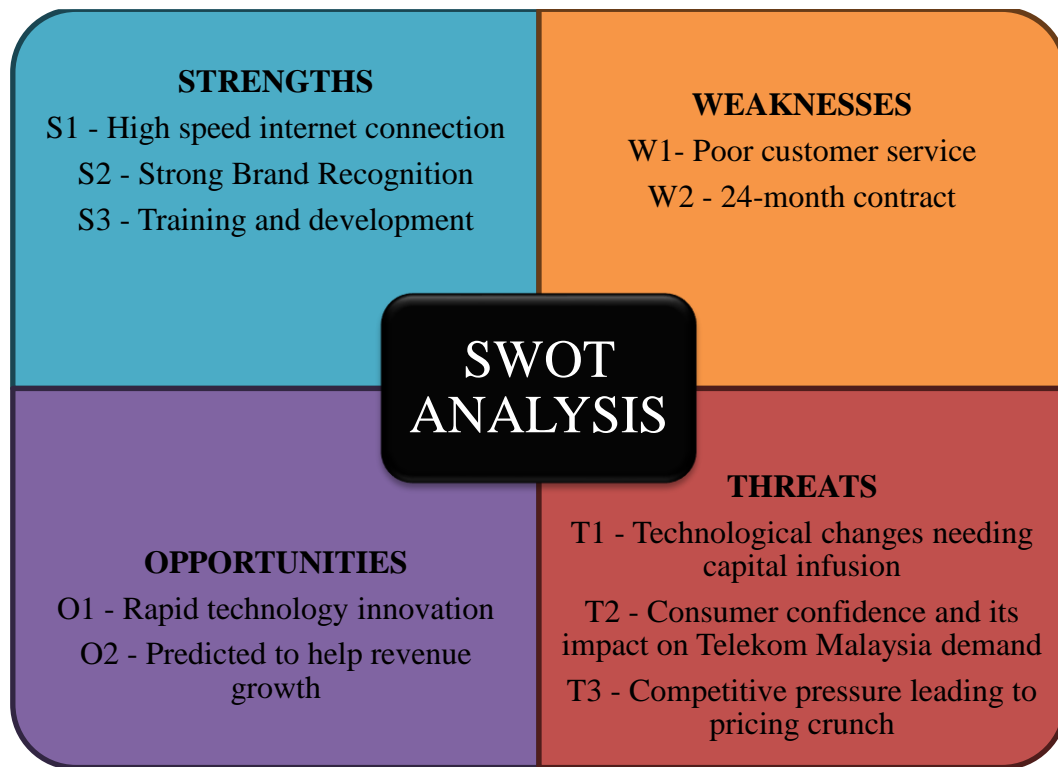
- Join event with Agent

Every month, we organize an event with a reseller or agent. A concurrent Zone Attack is an event in which we provide a list of clients who have not yet registered Unifi packages to agents so that they can make sales and demands by advertising our products in some places where they are still available. During the event, we also gave a briefing and trained them on how to make proper sales and engage with clients.



Figure 6: Event with reseller

5.0 SWOT ANALYSIS



SWOT Analysis is a strategy that allows organisations or individuals to go from everyday challenges and standard strategies to a new perspective. SWOT Analysis examines the company's strengths and weaknesses, as well as its opportunities and threats. SWOT analysis can assist a corporation in confronting its toughest obstacles and identifying its most promising new markets. Furthermore, the SWOT Analysis framework is an extremely important and helpful tool for use in marketing management and other commercial applications. Unlike other tools that tend to focus on one or the other component, a SWOT Analysis helps users focus on both internal and external components of an organisation. Companies can lower their failure risks by using a SWOT Analysis to determine which departments are missing and eliminate any potential difficulties in the future.

5.1 EXPLANATION

I. TM TECHNOLOGY SERVICES SDN BHD'S STRENGTHS

S1 - High speed Internet connection

High-speed internet service provided by TM Tech Sdn Bhd helps the company's customers. The largest provider of internet and broadband services in our nation, Malaysia, is Telekom Malaysia. This is due to the fact that they offer a wide range of services, provide excellent customer service, and are turning their customers' existing converged communication usage into new forms of living and working. In addition, they are raising liquidity to support the implementation of various initiatives, like constantly aiming to deliver improved customer satisfaction with higher-quality products. Furthermore, TM has a high-speed connection because they have already improved their products. Prior to this product, TM's Streamyx was in the process of being terminated because TM now offers a new product called UniFi, which uses fibre optic cable rather than copper wire. As a result, during peak hours, copper cable becomes fairly slow because all users begin sharing the same network and its bandwidth. Internet connections become slower due to network congestion; however, fiber optic networks are unaffected in such a case. Even during busy hours, the connection speed stays stable.

S2 - Strong brand recognition

TM products have strong brand recognition in the Communications Services business. This has enabled the corporation to demand a premium over its competitors in the Communications Services industry. Telekom Malaysia (TM) is Malaysia's largest integrated information and communication corporation, with a workforce of over 27,000 employees. TM aims to empower Digital Malaysia by providing a full portfolio of communication services and solutions in fixed (telephony and broadband), mobility, content, Wi-Fi, Cloud, Data centre, cybersecurity, IoT, and smart services. I believe most of people know about with this company because TM is the first telecommunication company in Malaysia.

S3 - Training and development

Upskilling and reskilling people is crucial to workforce future-proofing because it guarantees that employees have the necessary skills and knowledge to flourish in a rapidly changing environment. Investments in training and development help employees advance professionally, providing them more fulfilment in their jobs. Employees perform better when

they have a better understanding of and confidence in their roles. It assures that they will be able to effectively execute TM's strategic objectives in contributing to the nation-building agenda in the next years. Having strong development programmes also helps the company attract and retain the industry's best talent, enhancing TM's competitiveness as a digital leader. Employee retention, in-house promotion, loyalty, new venture initiation, lack of conflict, and high levels of both employee and consumer engagement are indicators of training programme performance. As a result, 99.9% of employees received regular performance and KPI assessments and reviews in 2022.

II. TM TECHNOLOGY SERVICES SDN BHD

W1 - Poor customer service (Communications and Multimedia Commission, 2019)

Service quality expresses the customer's judgement of the service they expect from a company's performance. Companies that deliver high-quality service are more likely to be able to meet their consumers' expectations while being economically competitive in their industry (Boundless, 2021). Because the customer's opinion of service quality is crucial, service quality is usually tied to customer satisfaction. However, perceptions of service quality are established by a number of contributing factors rather than a single source (Essays, Research Papers, and Articles on Business Management, 2019). Simply put, clients evaluate service quality depending on how much satisfaction they get from using it.

In this situation, according to Communications and Multimedia Commission (MCMC) Telekom Malaysia (TM) has recorded the highest number of complaints compared to other telecommunication service providers based on the average number of complaints for every 1,000 subscribers. These complaints centred around consumer dissatisfaction on pricing (21 per cent), the lack of Unifi coverage (16 per cent), Unifi service disruption (13 per cent), billing disputes (14 per cent), service delivery (14 per cent) and other categories (22 per cent). For example, the customer must wait for the order to be processed, which can take up to a year due to factors such as the port being full, the expense of planting the mast, and others. Moreover, TM's repeated complaint-handling approach of citing technical limitations and requesting customers to exercise patience was not an acceptable course of action.

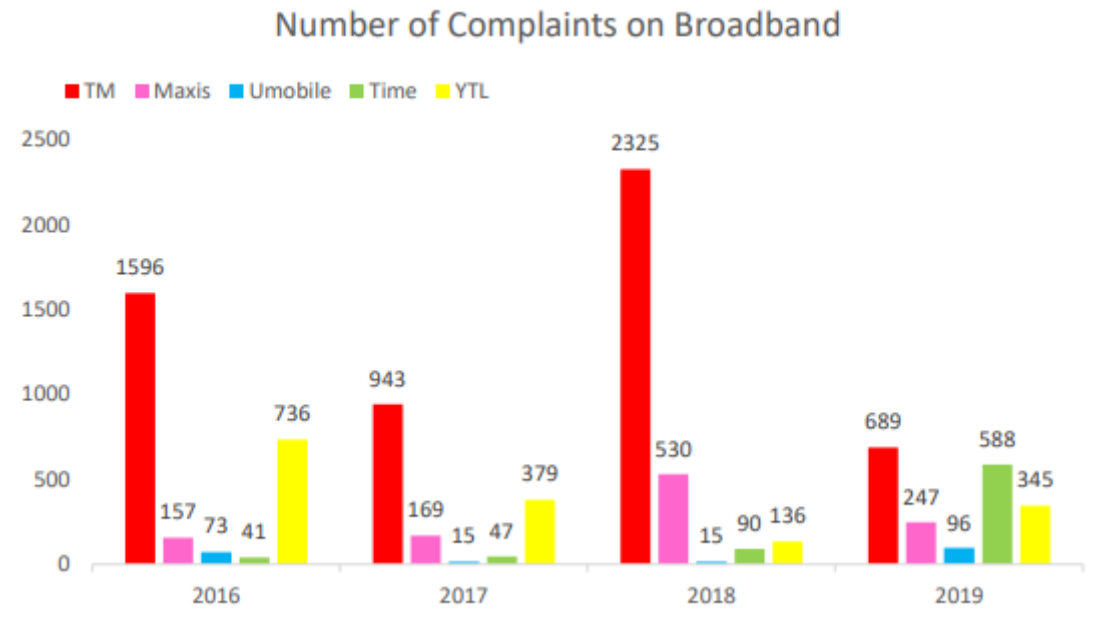


Figure 7: Number of Complaints

W2 - 24-month contract

Then, this product all new subscribers to Unifi are tied to a 24-month contract. If the customer decides to terminate the line for any reason, there is a whopping RM500 termination fee to be paid. If they want to downgrade the plan for any reason, there is another RM200 fee that they need to pay. Unifi can upgrade anytime but cannot downgrade within a two-year contract and there will be no penalty charge for termination made after the minimum contract period (24 months). In this situation, the customer has troublesome to terminate the plan if they change their mind. They need to complete the contract for two years.

III. TM TECHNOLOGY SERVICES SDN BHD'S OPPORTUNITY

O1 - Rapid technology innovation (Annual Report TM, 2022)

As Malaysia's Digital Enabler, their role is to drive the country's progress through innovative solutions. Developed countries frequently have high rates of technology adoption, which they can achieve by utilising cutting-edge technologies such as 5G and data analytics. Smart technology can also improve societal living conditions, thereby contributing to long-term and inclusive progress. The transformation of TM into a human-centred tech company focuses on employing innovation and technology to improve people's lives. As new technology and competitors arise, it is critical to constantly adapt to satisfy society's needs. This increases

competitiveness, increases shareholder profits, enhances customer satisfaction, and establishes Malaysia as a digital powerhouse.

TM must adapt to changing times and make use of quick technological developments in order to keep up with new changes. By utilising the most recent technical developments, TM may become more effective over time, get the best outcomes in terms of service quality and accuracy, and make work easier to handle. For example, an intelligent support system for passive network failure detection and prediction, such as for corporate products, leverages best-in-class technologies to shift from reactive to proactive or predictive troubleshooting skills. As previously said, TM receives several complaints about the order procedure; therefore, with innovation, customer network restoration time may be reduced to within 24 hours (Annual Report TM, 2022).

O2 - Predicted to help revenue growth

Telekom Malaysia has agreements that will help the company expand into new markets. Furthermore, the company's revenue is expected to improve as a result of its expansion and evolution in Telecommunications Services. This will not only help the company's revenue rise, but it will also help the company expand and grow larger in the long run. Telekom Malaysia is continually looking for ways to expand the global broadband market.

IV. TM TECHNOLOGY SERVICES SDN BHD'S THREAT

T1 - Technological changes needing capital infusion (The Star, 2021)

As we know, the improvement in technologic is fast growing up, hence the technological changes require capital investment or infusion. In recent years, telcos' prospects have suffered due to the technology and application of the connected world. The strength and speed of 4G LTE (long-term evolution) have given birth to messaging and calling apps. The widespread use of messaging apps has rendered traditional voice calls and SMS obsolete. Telcos lost billions in the traditional revenue from phone calls and SMS.

In the fixed broadband market, TM also saw a decline in subscribers and market share. Operationally, the telcos are undertaking various measures to control costs (ie efficiency improvements via digitisation, rationalising staff costs, lowering sales and marketing); these measures should help cushion the impact of external issues, but are unlikely to lift profit margin (Hwang, 2019). 5G will enable the sharing of a physical network in order to operate IoT, mobile

broadband, and very low-latency applications, "including many connected-car and connected-home functions that have the potential to create entirely new revenue sources for providers." However, implementing 5G is expensive.

T2 - Consumer confidence and its impact on Telekom Malaysia demand (Ooi, S. K & Partners, 2020)

The threats of Telekom Malaysia where there is a high probability of declining consumer confidence, given such are high inflammation rate, rise of gig economy, lower job stability, increasing cost of living, higher interest rates, and aging demography. All the factors contribute to people saving higher rate of their income, resulting in lower consumer demand in Communications Services industry and other sectors. Nowadays, customers expect more than just the sales process. Because loyal customers are critical for businesses, studies show that engaged consumers are more loyal to brands. Despite its importance, consumer brand engagement (CBE) is still something worth investigating further. Furthermore, because consumers have the right to choose their own telecommunications provider, they will conduct research before allowing the telco to utilise it. The fact that the bill is not fixed and that there are locations where there is no coverage, for example, are variables that influence the customer's thoughts and actions. In conclusion, customers can make their own decisions based on their preferences.

T3 - Competitive pressure leading to pricing crunch (Kee, D. M. H. & Partners, 2019)

Competitive pressure leads to a pricing crisis. To boost revenue, Telekom Malaysia cannot simply raise the price of its products and services. As we all know, improvement in technology is rapid. Therefore, technological advances require financial investment or infusion. Furthermore, even though Telekom Malaysia is still the leader in product innovation in the Communications Services segment, it is facing stiff challenges from international and local competitors such as Maxis, Celcom, Digi, and Astro. All these companies also offer the same products and services as Telekom at an affordable price, and the plans are interesting. For example, Unifi offers 30 mbps without SST for RM89, whereas another telco offers a lower price. Digi is a top competitor of TM. Digi operates in the fixed line Telecommunication Services Industry. This can reduce the expanses of the company. Other than that, Axiata also one of biggest rivals. Axiata is in the Wireless Telecommunication Services industry. Axiata

generates more revenue compared to Telekom Malaysia. This can be price war between the telco to compete with each other to gain more profit.

6.0 DISCUSSION AND RECOMMENDATION FOR TM TECHNOLOGY SERVICES SDN BHD

S2, O1 Strategy – Make high quality content to attract new customers

Consumers in today's world, where attention spans are diminishing, are seeking more than a typical advertising campaign to capture their interest and interact with brands. By producing high-quality material, Telekom Malaysia may seize the opportunity to deliver more than product information and establish itself as an industry authority. Companies may do a wonderful job improving their brand's reputation and customer trust by offering a targeted audience the assistance and expertise that they demand. It is important to consider the various content creation methods.

In addition, TM need to do a lot of digital marketing. The easiest way to advertise a property is to use social media sites such as Instagram and TikTok, which can assist the company in establishing a strong online presence. Through digital marketing, TM can increase its social network and boost its brand image. People nowadays are continuously using their cell phones, therefore advertising the product on social media is the best way to catch people's attention.

Because the majority of the marketing team is still young and capable of keeping up with the most recent online marketing trends with creative ideas and being able to constantly update the website with the most up-to-date information, the manager of sales and marketing should probably delegate responsibility for social media to the marketing team. This approach can attract customer to subscribe the plan with TM. Thus, video content is among the most exciting forms of content to master. It can lead to higher response and engagement than any other.

W1, T2 Strategy – Improve customer satisfaction

Marketing is important for delivering goods and services to consumers that fulfil their needs and achieve overall satisfaction with the product. It is the extent to which a company meets the requirements, desires, and expectations of its customers (Perreault, Cannon, & McCarthy, 2019). One strategy for achieving this balance is to concentrate on enhancing customer service in areas where it will have the most influence on customer satisfaction.

Furthermore, in order to gain customer satisfaction, TM can lower the price of their product because, according to Kotler and Armstrong (2010), pricing refers to the money billed towards a product or service in exchange for the value or benefit a customer receives from using or owning the product or service. However, if clients are dissatisfied with the price, they can move to another service or good that is comparable at an affordable price. As a result, it is possible to determine that pricing dissatisfaction could lead clients to switch to other service suppliers. As a result, while pricing might keep a customer for a longer or shorter period of time, it is also dependent on the price fairness and price satisfaction that customers receive.

In addition, one of the ways to reduce customer complaints related to our services is that we, as the sales department, need to focus on neighbourhoods that never subscribe to any plan Unifi promotes to avoid orders overlapping and thus delaying the process. Moreover, as a salesperson, they need to have integrity when offering the product to customers. For example, we cannot deceive customers with true information such as price, plan, and benefits.

7.0 CONCLUSION

Finally, the internship period exposed me to a lot of reality in the present world, with its tough economic environment and human relationships. I learned a lot from the beginning to the end of my internship. I discovered a lot of value, which has taught me a lot of things. For me personally, I value the time and experience I gained throughout my internship. I agree that an internship is the first step into the actual world of the workplace. I believe that knowledge can provide us with several possibilities in our lives without separating us from the importance of human beings. Furthermore, I am very grateful for the opportunity to complete my internship here. The adventures, knowledge, friendships, and good times I had while working for TM Technology Services Sdn Bhd will always be memorable to me.

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8.1 APPENDICES



