

EXECUTIVE SUMMARY

This report provides a summary of my experience interning at Telekom Malaysia, Ipoh Wisma in the Sales Management Department. The report includes information on the company's background, my reflections on the training I received, a SWOT analysis, discussion and recommendations, and a conclusion. My internship lasted for 6 months, from August 28, 2022 to February 10, 2023. This report was written by me, **Nur Aqilah binti Abdull Hamid**, a student of Bachelor in Business Administration (Hons) Finance from UiTM Arau, Perlis. I would like to thank my supervisor **Puan Imtiaz binti Abu Bakar**, the manager of Unifi Consumer Sales, Sales Management Perak, and my advisor **Dr. Susilawani Ayob**, a senior lecturer from UiTM Arau, Perlis, for their help and support throughout my internship.

In this report contains of my profile as sum up in updated resume form and it is also summarize my background in previous education, personal information and also my skills and past experience job. This report also include the company profile such as Board Of Director, Mission & Vision and also their products that they offered in market.

As to explain the outcomes of this industrial training journey, SWOT Analysis and Ratio Analysis was created. Find out what works well and what doesn't for the company in this section, while explaining new interpretations of the analysis based on the findings. A discussion and recommendation has been set up and elaborate in this report and also a conclusion that has been create. Finally, by evaluating positive and negative forces within and outside the company, the conclusion of the SWOT Analysis component helps the reader understand why the analysis should matter after reading the paper.

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PART 3 : COMPANY BACKGROUND



NAME : TELEKOM MALAYSIA BERHAD

LOCATION : TELEKOM MALAYSIA ,WISMA IPOH

JALAN SULTAN IDRIS SHAH, 30672 IPOH PERAK.

OPERATION HOUR : MONDAY – THURSDAY (8.30 A.M – 5.30 P.M)

FRIDAY (8.30 A.M – 5.00 P.M)



3.1 COMPANY BACKGROUND

Telekom Malaysia Berhad (TM) is a Malaysian telecommunications company that was founded in 1984. It began as a national telecommunications company providing fixed line, radio, and television broadcasting services and has since grown to become the country's largest provider of broadband, data, fixed-line, pay television, and network services. TMgo, the company's first 4G offering, entered the Long Term Evolution (LTE) market. TM's 850 MHz service was renamed Unifi Mobile in January 2018.

Telekom Malaysia Berhad (TM), Malaysia's leading integrated telco, is dedicated to enabling Digital Malaysia by offering a comprehensive range of communication services and solutions in fixed (telephony and broadband), mobility, content, Wi-Fi, Cloud, Data Centre, cybersecurity, IoT, and smart services. In a highly competitive environment, TM is motivated by the creation of stakeholder value and focuses on providing an enhanced customer experience through continuous customer service quality improvements and innovations, while focusing on increased operational efficiency and productivity.

As the enabler of Digital Malaysia, TM has been and will continue to be at the forefront of the country's telecommunications technology evolution. With the most extensive convergence connectivity network and digital infrastructure, it serves as Malaysia's communications backbone as well as ASEAN's digital hub. TM remains dedicated to serving a more digital lifestyle and society, as well as digital businesses and government, with the goal of making "Life and Business Easier, for a Better Malaysia."

3.2 VISION AND MISSION



Figure 2 Vision and Mission Company

OBJECTIVES

“ As the leading integrated telecommunications company in Malaysia, we aim to deliver cutting-edge communications, information and entertainment services. Explore our profile to find out more about who we are and what we stand for. ”
