

Maxis

Parent Company

Usaha Tegas Group Holdings Bhd

Category

Mobile Service Provider

Sector

Telecommunication

Tagline/ Slogan

Simple, Trustworthy, Creative, Brave

USP

A leading communication and the internet technology service provider

STP

Segment

Communication products namely, mobile services, residential fixed line services and broadband internet

Target Group

Individual and businesses looking for telecom services

Positioning

Maxis provides a variety of mobile communication products and services. They offer prepaid call plans

SWOT Analysis

Strengths

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| 1. Increasing Operational Efficiency helping to widen returns |
| 2. Market Position helping the company to implement new strategies |
| 3. Strategic Alliances and Partnerships helping to capture new markets |
| 4. Strong In-house Strategies helping to have consistent growth |
| 5. Has approx 15 million subscribers across the Asia Pacific |

Weaknesses

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| 1. Small employee base compared to big telecom giants |
| 2. Restricted Coverage Area and Market Share due to limited presence across the world |

Opportunities

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| 1. Increasing Broadband Markets across geographies |
| 2. Alliances and Agreement of Aircel in India |
| 3. Growth in Telecommunications Services |

Threats

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| 1. Competitive Pressure causing pressure on margins |
| 2. Rapid Technology Changes needing capital infusion |
| 3. Global Economic Slowdown impacting growth |

Competition

Competitors

1. Telekom Malaysia

2. Vodafone

3. Telenor
