

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
