

**Telekom Malaysia**

**Parent Company**

**BT PLC**

**Category**

Mobile Service Provider

**Sector**

Telecommunication

**Tagline/ Slogan**

Connections make anything possible; Opening up Possibilities

**USP**

TM is one of the largest integrated solutions provider in Malaysia, and one of Asia's leading communication

## STP

### Segment

Broadband, data and fixed line services, internet service, cable and broadcasting solutions.

### Target Group

Retail, wholesale and the global business broadband customers

### Positioning

Internet hub and digital gateway for South-East Asia

## SWOT Analysis

### Strengths

- |   |
|---|
| 1. High Speed Broadband Service helping to serve its customers  |
| 2. Strong Service Portfolio across its markets  |
| 3. Increasing Liquidity helping to implement diversified strategies                                   |
| 4. Strong workforce of over 30,000  |
| 5. Excellent brand visibility through TVCs and print ad campaigns, and other CSR activities and spons |

**Weaknesses**

- |  |
|--|
| 1. Dependence on the Malaysian market  |
| 2. Global penetration and brand visibility is limited as compared to leading telecom global giants |

**Opportunities**

- |  |
|--|
| 1. New Services to attract new customers   |
| 2. Strategic Agreements to help grow in new markets                                |
| 3. Growth in Telecommunications Services which is predicted to help revenue growth |

- |  |
|--|
| 4. Increasing Broadband Markets across the world |
|--|

**Threats**

- |   |
|---|
| 1. Regulatory Changes causing constant impact on operations |
| 2. Competitive Pressure leading to pricing crunch           |
| 3. Technological Changes needing capital infusion           |

**Competition**

<b>Competitors</b>
--------------------

1. Maxis Communications
-------------------------

2. DiGi
---------

3. Vodafone
-------------