

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 commun

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

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| 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

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

Opportunities

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| 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 |

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| 4. Increasing Broadband Markets across the world |
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Threats

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

Competition

Competitors

1. Maxis Communications

2. DiGi

3. Vodafone
