

**SUCCESS FACTORS OF REBRANDING
STRATEGY OF TELEKOM MALAYSIA FROM THE
EMPLOYEE PERSPECTIVES**

SITI ANOM BT AHMAD

**Submitted in Partial Fulfillment of the Requirement for the Bachelor of
Business Administration (Hons)
Marketing**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MALACCA

NOV 2005



BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MALACCA

“DECLARATION OF ORIGINAL WORK”

I, SITI ANOM BT AHMAD, (IC NUMBER: 800914-12-5324)

Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

18 Nov 2005

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
CHAPTER	
1. INTRODUCTION	
1.1 Background Of The Company	1
1.2 Scope Of The Study	7
1.3 Problem Statement	7
1.4 Research Questions	9
1.5 Research Objectives	9
1.6 Significance Of Study	10
1.7 Limitations Of Study	11
1.8 Definition Of Terms	12
2. LITERATURE REVIEW	
2.1 Introduction	14
2.2 Concept of Rebranding	14
2.3 Concept of Marketing Mix	15
2.4 Concept of Retail Marketing Mix	22
2.5 Concept of Competition	24

2.6	Concept of Market Dominance	24
3.	THEORETICAL FRAMEWORK	
3.1	Introduction	27
3.2	Dependent Variable	28
3.3	Independent Variable	29
4.	RESEARCH METHODOLOGY AND DESIGN	
4.1	Introduction	33
4.2	Research Design	33
4.3	Data Collection Method	33
4.4	Sampling Technique	35
4.5	Survey Instrument	36
4.6	Procedure of Data Analysis	36
5.	ANALYSIS AND INTERPRETATION DATA	
5.1	Introduction	37
5.2	Characteristics Of The Respondents	38
5.3	Cross Tabulation	42
5.4	Summary on Results and Findings	51
6.	CONCLUSIONS AND RECOMMENDATION	
6.1	Conclusions	55
6.2	Recommendations	56

EXECUTIVE SUMMARY

The major functions of Telekom Malaysia (TM) is to be the leader of regional information and communications group, offers a comprehensive range of communication services and solutions in fixed line, mobile, data and broadband.

Therefore the objectives of this research are to determine the factors that influenced the rebranding strategy of TM several variables such the marketing mix tools (product, price, promotion and place), market dominance and competition. Two approaches of collecting data are being used. The first approach is primary data such as questionnaires while the second approach is secondary data such as TM Annual Report, Magazines, pamphlets, textbook, journals and Internet (external data).

From the findings, it was concluded that majority of the respondents (TM's staff) have agreed that product, price, promotion and place, competition and market dominance are the factors that influence the rebranding strategy. The outcome of this research is important in creating a strategy corporate image in the eyes of the customers. By determining these factors it is hoped that the customers will be more loyal and satisfied with TM services.