

# Market opportunities

[Technology](#), [Mobile Phone](#)



Market opportunities Social Nowadays, social communication is very essential for every society, no matter in business fields, teenagers, adults, and even every group of people, they are highly dependent to the smart devices like iphones, Samsung galaxy phone, ipads, Samsung notes and so forth, which allow them access to the internet at anywhere and anytime. Hence, cellphones and internet technology were became the latest trend in the new millennium. This social improvement granted Maxis, a telecommunication service provider, golden market opportunities to gain profit as we offer some outstanding and attractive service packages, discounts on the internet service provide to consumer's smart devices, and also reasonable service rates for our respective customers. Teenagers nowadays are very active in social communication through facebook, twitter, and so on. They wish they could access to internet to check their status and view the comments from their friends and make reply as soon as possible to get people concern. This has been a trend in the current society. Thus, Maxis as a telecommunication company should aim for this opportunity to provide the relevant services which their customers need and want to fulfill their utility. With the internet data plan, customers can online through their smart devices to the internet at anywhere and anytime to check mail, do social communication and so forth. They also can online contact with their friends which do not necessary to spend money through the communication applications which are widely use nowadays, such as viber, whatsapp, lines etc. Since the standard of living in the society is increased, consumers nowadays willing to pay high price for the products with good quality and convenient for them as well as acquiring latest technology to make them up

to the trend. So consumers tend to change according to the trend and use the latest mobile plans which suit them best and make them convenient. However, consumers will choose the plans according to their personal preferences, family conditions and the needs that suit them best. Thus, in this social factor, we offer mobile plans according to consumer wants, such as family plans with fewer family members and large family members, for couples and also business purposes plan. Technology With the hard work of most of the research & development, the technology level was increasing rapidly into a new era. Nowadays cellphones seems like a necessity for every household, teenagers and also businesses. 3G technology links users together from different places. The advancement of technology facilitates communication between people for business purpose, inter-communication, socialization, and also a concern of parents to their children. Businessman gain a huge advantage from improvement of communication technology as they highly depend on the responses of their clients and make replication to follow up their clients requests and needs in the current marketing era which customer relationship is so vital. With the communication technology, everyone can check mail, socialize, find map (GPS), video calls, check their account and bills, and also follow up the latest trends and news. All these functions have saved up their customers' times and therefore improve the business industries as the efficiency of business transactions have been improving. On the other hand, family users can contact each other at anytime and anywhere when their children study abroad. This will make them feel comfortable when telecommunication provides them stable and smooth services. Since E-learning is broadly expanded, the improvement

technology has enable users to learn virtually. An extraordinary offer which allows users to online for certain study purpose with a cheaper rate could attract more people to commit the particular plan. Smart phone nowadays can prevent from be stolen as mobile phone can spy even when off, we can track our phone's location through telecommunication satellite. Since the communication services are so critical in the society, Maxis can focus on this opportunity and offer a better, convenient, and attractive online plans for their customers. Besides that, they also can set more Maxis centres at different places to provide instant services for their customer when they need, and also signal reception towers at most of the rural areas to provide a better and signal stabilized service at those particular places. Since Maxis was the first to launch 3G connect card, PC webmail, video mail and 3G prepaid, they should now go on to the diversify services to provide unique services which their competitors yet to supply. Because the internet data services and also a handy Maxis broadband services provided by Maxis, Maxis customers can now enjoy enhanced communication integrated with extensive entertainment and information on the go, like video calls, live mobile TV, games and so on. Thus, Maxis should aim for a more affordable plans and also instant access with real time results. ( [http://www. scribd. com/doc/21556689/Successful-change-management-in-Maxis-Malaysia](http://www.scribd.com/doc/21556689/Successful-change-management-in-Maxis-Malaysia) <http://www. slideshare. net/TanuArumugam/marketing-plan-for-maxis>