

Strategy of telekom malaysia

Parts of the World, Asia



Demand for telecommunications services is currently growing rapidly.

Number of customers and services has increased in urban and rural areas. In line with that, additional and new services continue to be expanded in line with individual and business users' demand. With the opportunity to gain a stronger market position and better management, in 1946 the Department of Telekom Malaysia (JTM) was funded entirely by the government. In order to further develop and upgrade the telecommunications sector, in 1987, the Telekom Malaysia Department was renamed to Telekom Malaysia Berhad.

However, it was regulated by the Ministry of Energy, Communications and Multimedia. Accordingly, Telekom Malaysia Berhad has taken steps to keep pace with with the result of continuous growth where it can add to the high profits. Telekom Malaysia Berhad is also a progressive contributor in terms of development in the telecommunications market in Malaysia. The purpose of this privatization is to enhance economic standards, work efficiency and to increase the capability and frequency of a dynamic worker to face competition both within and outside the country. Malaysia is a major shareholder of 60 per cent and 40 per cent is under private (private) administration. At present, the Chief Executive of Telekom Malaysia Berhad is Dato ' Dr. Khir bin Abd. Rahman. He is the person responsible for the administration of Telekom Malaysia to upgrade and create a sophisticated telecommunications network system and become a leading organization. To achieve a world-class company Telekom Malaysia Berhad has revitalized its business strategy by changing its organizational chart in 1July 1995.

Strategy of Telekom Malaysia

Based on our strategy as “ Information and Innovation Exchange”, our overall vision has been streamlined to realize the promise TM’s new brand, “ Life and Easier Business” while at the same time forming our position as a Provider Konvergensi Communication Service No. 1. In order to achieve our ultimate objective as the Convergence Leader to make life more convenient for our customers, we focus on two key strategy drivers, the implementation of Konvergensi and Going Digital, which will continue to drive us forward.

The main strategy driver, the implementation of the Convergence and the Going Digital is consistent with our “ Information Exchange and Innovation Center” business strategy. It is for provides unrestricted connections to accommodate Internet integrated, data-driven services and high quality apps regardless of time, location or device tools. The Strategy Toward. Digital will change the way we interact with customers, thus reshuffle the journey customer experience.

Performance Improvement Program 3.0 (PIP 3.0) is the basis of the overall strategy framework. It is divided into three main areas with each field supported by detailed initiatives. To support the implementation of key strategy drivers, continuous efforts to appreciate. Productivity and Innovation culture as well as applying LME values and visions, needed to build more intimate cooperation and give customers the best possible service. The foundation for this home strategy is the pulse and DNA of TM which consists of values and principles. KRISTAL and COOL guides are always stimulated by the spirit of 1TM and Teaming with Passion (TWP).

Risk Management is part of a strategy overall TM to design positive growth. The Board Risk Committee (BRC) monitors development and review of risk management policies and plans TM, as well as the effectiveness of the structure and management framework risk reduction in risk. Performance Management is the determination of a clear vision for Group targets and monitor implementation coordination strategy and goals. Parts at TM via card scores they also contribute towards realizing the vision.

How Telekom Malaysia faced economic problems in 2015-2018

As many organization faced unemployment issues in those years, there were few steps taken by Telekom to overcome those economic problems. 2015 gives a start encourage TM when the company continue the business strategy of the Center Exchange of Innovation by introducing new and innovative offerings for providing a digital lifestyle integrated and enhanced to customer. They resume the application HyppTV Everywhere to customers non-UniFi or Streamyx and collaborate with DiGi to bid on packages HyppTV to its customers. We continue to strengthen our position as Leader of Konvergens through collaboration with iflix, an Internet TV service top in Southeast Asia. This is the first such collaboration times were held at Southeast Asia region. Next existing HyppTV service, this collaboration enabled us to continue improved content bidding for giving the highest quality entertainment to customers are in line with our brand promise “Easier Life”.

On December 17, 2015, we signed two partnership agreements Public-Private (PPP) with the Government Malaysia to implement the Jalur Project High Speed Width Phase 2 (HSBB 2) and Suburban Broadband Project

(SUBB). The goal is to use access and domestic core network for delivering services and broadband network infrastructure end-to-end and expand coverage all over the country.