Mgt400 group assignment 2 – unifi Baihaqi

Conclusion and recommendations.

**Too pricey**

When compared to rivals, TM packages are relatively expensive. The 30Mbps plan starts at RM89, while the unifi mobile plan starts at RM69. The most expensive bundle is RM299 for 800Mbps per month(TM, 2023). TM charges a premium since they offer fibre option for their internet option especially for middle-income households and T15 and T20. As a result, more households would consider cheaper option like Maxis for example for cheaper fibre wifi and much stable connection that they would’ve gotten from the packages alone.

Recommendation : TM needs to **reconsider the pricing aspect** that they have set to reduce the cost and give cheaper packages for people in middle income households and below. It would increase the business opportunity and subscription as well.

**Insufficient budget.**

In 2023, TM dealt with the issue of a lack of budget, which has caused numerous projects to be postponed for an extended length of time. This leads TM to lose a lot of customers since they are unable to apply for the Internet access and have to wait months to acquire it. TM prefers to spend the capitals on something less significant, such as a ceremony that lasts only a few hours but costs a lot of money. Furthermore, TM has spent a significant amount of money on various types of systems for the use of their employees, but the majority of the systems are no longer useful, and the employees no longer utilize the system.

Recommendation: To assist Telekom Malaysia survive in this business, I recommend that TM be more **budget-conscious**. They must prepare and organize their finances carefully. TM must also limit the usage of various sorts of systems in order to save money while also making it easier for workers to carry out their job responsibilities without having to worry about how to utilize the systems.

**Many Advanced Competitors**

Telekom Malaysia was Malaysia’s only telecommunication provider at the time, offering both Internet fiber and telephone lines.many other telecommunications services already exists in Malaysia and have become TM rivals. Maxis,Celcom and TIME are TM biggest rivals in the competition. TNB or known as Tenaga Nasional Berhad also have developed another internet branch officially named Allo. It provides a stable speed internet connenction and affordability at a lower price range.This challenges TM as it always has been Malaysia’s budget choices.

Recommendation: Telekom Malaysia needs to keep and maintain the **advances of tech** that they have. This is because other competitors are offering better internet speed and wifi plan at better pricing and much more affordable compared to TM unifi. Sluggish internet speed especially Unifi always has been critized by the customers around Malaysia and TM needs to step up its game and improve to stabilize its internet connection.

**Triple Pay Services**

This triple play was supposed to combine video, internet, and phone also known as **VIP service**.(VSOL, 2022) The project required TM to invest inIPTV solutions that were tightly integrated into the existing network and IT infrastructure to provide users with a unified experience. TM offers ‘Triple play’ services to simplify their customers by offering triple services under one package. For example, Unifi Fixed with Unifi TV and Unifi Mobile.

Recommendation: Currently, TM offers a few contents like Netflix, VIU, and IQIYI content. Customers can get Netflix, VIU, and IQIYI accounts with reasonable prices compared to buying from buying from TM itself. So, TM can add on more interesting offers in ‘Triple play’ by giving more content in Unifi TV such as adding more sport channels like Arena and Supersport channel, or add on more latest movies. Customers will be more interested to apply with TM Unifi because it has a lot of interesting content.

**Conclusion**

In Conclusion, TM Unifi WiFi is a great option for people and businesses who need reliable internet with good coverage and helpful extras, including fixed-line telephone, broadband, mobile, and pay television. Established in 1984, TM has evolved from a national telecommunications provider into a key enabler of Malaysia's digital transformation, supporting the country’s vision and misson through its impressive infrastructure and creative solutions. It’s a popular choice for those looking for dependable and value-for-money broadband.

**References**

Telekom Malaysia Berhad. (2023). *Financial statements: Annual report 2023*. <https://tm.listedcompany.com/misc/ar/ar2023_Financial_Statements.pdf>

VSOL. (n.d.). *What is triple play service?* <https://www.vsolcn.com/blog/what-is-triple-play-service.html>