Wireless Communications Industry of Malaysia

Yeo Sin Fatt

Bachelor of Electrical Engineering
University of Malaya
Kuala Lumpur
Malaysia
1995

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Specially Dedicated To
my family
and all MBA students
Abstract

This project is an exploratory research of the wireless communications industry in Malaysia. The objectives of the study are to analyse the external environment of the industry to identify opportunities and threats to local providers; to analyse the internal environment of a provider of the industry, to identify its strengths and weaknesses; and to analyse how Porter's generic competitive strategies can be used by the provider to achieve competitive advantage.

Analysis of the external environment was broken down into 2 parts, i.e. the general environment which includes economic, technology, global, political/legal, demographic and socio-cultural segments; and a structural analysis of industry using Michael Porter's five competitive forces model.

For internal environment analysis, a public company, DiGi.com was chosen among the five providers in the industry to be studied. The internal environment of DiGi was analysed by Porter's value chain analysis to identify its strengths and weaknesses.

With the information of the opportunities and threats of the industry, and the strengths and weaknesses of a provider, Porter's generic strategies are discussed and a generic strategy that could be used by the provider to achieve competitive advantage was recommended.
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