



MARKET ANALYSIS ON WIRELESS LOCAL LOOP  
TELECOMMUNICATION OF RURAL  
IN MALAYSIA

By

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## TABLE OF CONTENT

Chapter	Page
1. INTRODUCTION	1
Background and Objective	1
Telecommunications and Economic Growth	1
Background on Telecommunications in Malaysia	3
The Malaysian Cellular Telephone Competition	4
2. LITERATURE REVIEW	8
3. RESEARCH METHODOLOGY	13
Selection of Measures	14
Research Design	15
Sampling Method	16
Limitations	19
4. MARKET ANALYSIS	
Teledensity in Malaysia	20
Rural Telephone Service Expansion	21
Threat of Entry	24
The Move to Digital	25

Chapter		Page
4.	Fixed Cellular Telephone Service in Malaysia	26
	Government Plans for Rural Telecommunications Development	28
5.	DATA ANALYSIS	30
	Sample Characteristic	30
	Analysis of Measures	37
	WiLL versus Wireline Cost Analysis	37
	Installation Cost	38
	Loss of Revenue from Waiters	38
	Return On Investment	40
6.	CONCLUSION AND RECOMMENDATION	41
	Summary and Conclusion	41
	Factors in WiLL's Favor	42
	Factors against WiLL	44
	Recommendations	45
	A) Establish Local Presence	46
	B) Effective differentiation	48
	C) Disregard Immediate ROI	49
	D) Approach Mobikom and Binariang	50
	E) Take Immediate Action	50

Chapter	Page
6. F) Explore Urban Overlay/Island Application	51
BIBLIOGRAPHY	62

## LIST OF TABLES

Table		Page
1.	Telephone Service Survey	52
2.	Bancian Perkhidmatan Talipon	54
3.	Wireline Construction Cost Distribution	57
4.	RiLL Construction Cost Distribution	58
5.	Government Rural Telephone Projections	59
6.	Calculation of Average Monthly Revenue for Rural Areas of Terengganu	60
7.	Return on Investment Calculation	61

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## PREFACE

A crucial part of the Malaysia Government overall plan for economic development, is to establish a modern telecommunication infrastructure. Malaysia plans to be at parity with the world's best telecommunications infrastructures by the year 2005.

This research was carried out to perform a feasibility study for the deployment of Wireless Local Loop (WiLL) product, for provision of rapid, reliable telephone service in Malaysia rural areas which telephone service still not available.

The research also assessed cost competitiveness in comparison with the existing rural regular land line telephone service. To examine possible pricing schemes and revenue generation potential, data was collected on current revenues generated from existing aforementioned telephone



installations as well as consumers willingness to pay or need for telephone service; in addition of finding the purpose of telephone installation, satisfaction level, reliability, time to restore, service cost perception of the current telephone service also have been evaluated.

Finally, factors for and against Will product have been determined and recommendations have been suggested to overcome the anticipated stiff competition and restriction on Will product's market penetration.