

E-Commerce Business Opportunities for Telekom Malaysia

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KEYWORDS Information Technology. Consumers. Communication Network. Trade

ABSTRACT In the present paper, it is observed that e-commerce potential in Malaysia is very promising. Telekom Malaysia must view this as a business opportunity and seriously look into the problems by the right positioning and application of proper marketing strategies. In addition it has to provide better telecommunication infrastructure, proper security systems, and right business applications and content to the net users.