

DiGi Telecommunications Sdn Bhd in Consumer Electronics (Malaysia)

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Abstracts

Looking forward, DiGi Telecommunications Sdn Bhd is likely to expand its presence in Malaysia, particularly amongst the burgeoning group of broadband and smartphone users. In a bid to contend for a higher volume share amid the competitive telecom landscape, the company is expected to improve on its data network, and widen its portfolio of data plans in order to suit the different consumer demographics and preferences. The company also plans to redirect its focus towards retaining its consumers...

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