

OPERATION MANAGEMENT

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Smart Axiata Co., Ltd.

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b. Mission

" We connect. We make lives better".

c. Vision

To be the first tech brand by 2022.

1. Company Profile

a. Industry

- is one of top leading mobile telecommunications operators
- 8 million subscribers under the “Smart” brand.
- is part of Axiata Group Berhad, one of Asia’s largest telecommunications groups.

2. Products & Services

Plan: Smart ThomMornng, Smart XtraLong, SmartHome
Promotion: M3 Lucky Draw, Scratch to Win
Device Sales: Apple, Samsung, Huawei, Oppo, Vivo
For Business: Smart Corporate+ Plan, Smart M2M Plans

Music & Video: Soyo, JaikonTV, Smart Tune
Add-ons: Smart Xchange, SurfLikeCrazy, Tik Tok Unlimited
Voice & Messaging: MissedCallAlert, PrivateNumber, Smart Voicemail
Money & Insurance: SmartPay, Smart Life Insurance, Hospital Insurance
Loan & Sharing: Smart Loan, BanhLuy, iCalluPay
Fun Extras: Mobile legends, Game voucher market, fitness club, game club.

Youth



**CORPORATE
/LOGISTIC**



***Online business
owners***



3. Target Customer

4. Competitors



5. Competitive Advantages

1. Creative

Variety of creative products and services: first to introduce the Xchange service followed by its main competitors

2. SOCIAL RESPONSIBILITY

Pleng by Smart platform to support original Khmer artists for a deeper appreciation of local music, talent and support start up.

3. Technology

Latest mobile and digital technology: first to launch 4G LTE in 2014, 5G trial in 2019, and eSim in 2018

6. Management Style

| Core-value | Environment | Practices |

Core-value

We are

open & honest

win big, as a team

courageous

passionate

attentive to details to achieve simplicity

Culture & Work Environment



Culture

Teamwork and fostering talent

Work Environment

Centralized workflow
(Line Manager → Staff)

Management Practice

1. Training and Probation
(Task matching)

2. Task Assignment
(a weekly basis)

6. Rewards
(Incentive-based)

5. Performance Evaluation
(peer review, department goal achievement)

4. Team Empowerment
(relationship and improvement)

3. Performance Monitoring
(Communication method)

Smart

7. Conclusion

1. Management Style:
Centralized Management

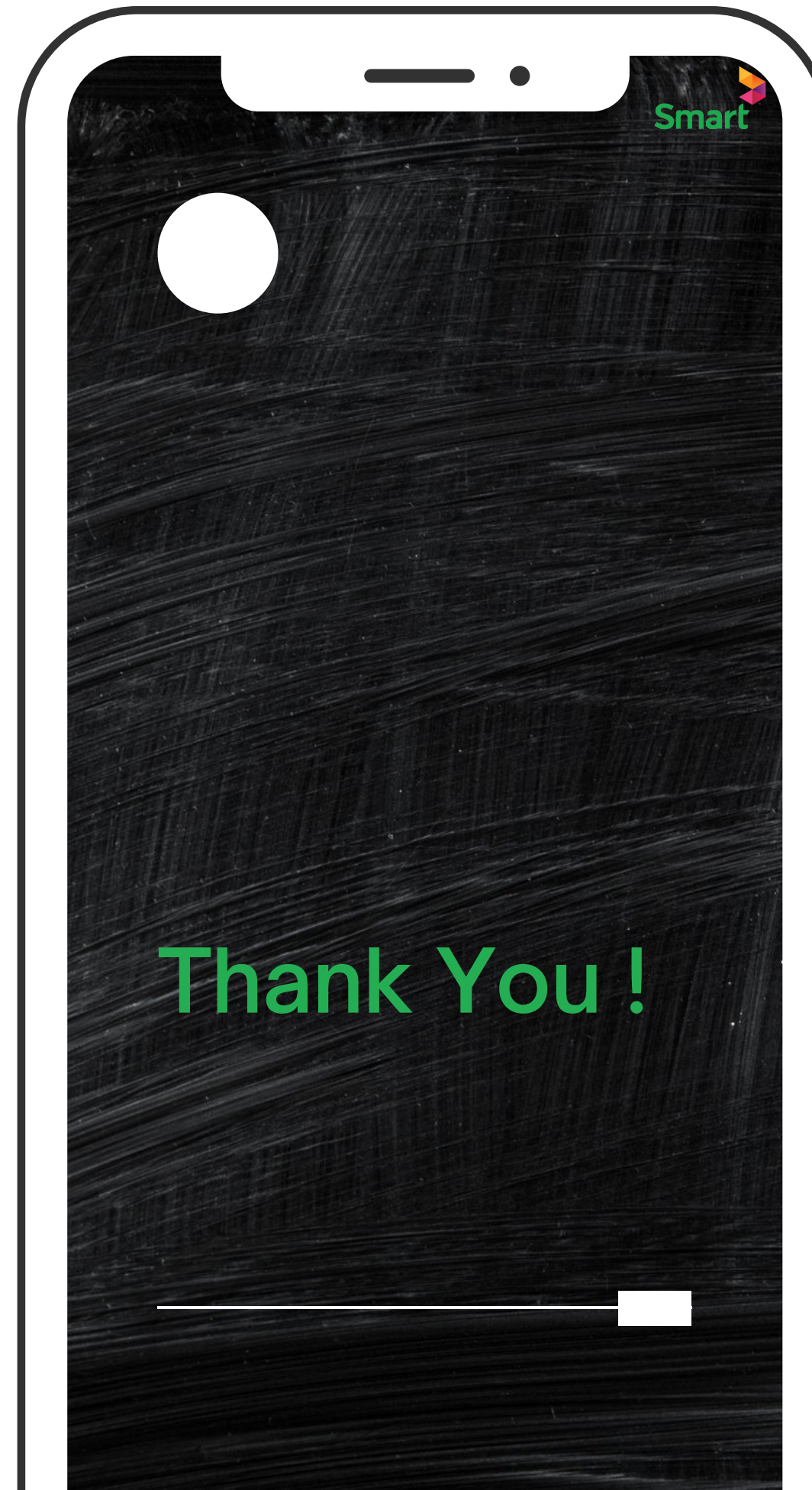
2. Success factors:
Good team leaders
line managers lead to the
team's the Company's success.

3. Key improvements:
Minimal work-life balance:
Low-level empowerment:
Bias in performance review



8. References

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Thank You !