

*Code Division Multiple Access*

*spread spectrum*

*decoding*


*noise*

*hand phone*

*stand by*

*game*

*down load*

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- 1) *Generic Strategy : differentiation, overall cost, ataupun focus*
  - 2) *Product Life Cycle : introduction strategy, growth strategy, maturity strategy, declining strategy*
  - 3) *Competitive Position : market leader, challenger, follower, nicher*
  - 4) *Brand Name Strategy : line extension, brand extension, co-brands, new brands*
  - 5) *Differentiation Strategy : ingredient, product offering, combining products, added service, product line, service back up, channel*

*growth*

*market share*

*market share phone user*

*go publik*

*listing*

*Initial Public Offering/IPO*

*Public Offering Without Listing/POWL*

Divisi Fixed Wireless Network (FWN),

Telkom Training Canter (TTC),

Telkom Construction Center (TCC),

Telkom Maintenance Center,

Divisi Long Distance.

*marketing mix*

*telepon fixed wireless digital*

*brand*

*area code,*

*fitur limited mobility.*

*Code Division Multiple Access.*

*starter pack*

*dial-up*

*Fixed Wireless Terminal*

*hand-held.*

*Open Distribution Channel.*

*outlet,*

*Authorized Dealer*

*Flexi Center*

*handphone,*

*above the line*

*bellow the line.*

*billboard,*

*sticker,*

*poster,*

*counter,*

*hanging,*

*Bundling*

*Sales Promo Flexi Grow Faster :*

*reward*

*reward usage*

(1) *grandprize*

*Flexi On-Net :*

*Tolerance*

*Variance Inflation Factor*

*cut-off*

*no decision.*

*Analysis of Variance*

*Two Ways*

*Adjusted*



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