

## BUSINESS & NETWORK PLANNING

### Strategic Planning:

It all starts from the top. What is your corporate strategy – to own the largest number of subscribers? become a global player? make the greatest margins? be a full service telecom operator? Developing a corporate strategy, and focusing all of your company's efforts and resources on executing to the strategy is the first key to success. The David Ross Group provides you with the assistance you need to assess your position in the market place, develop a corporate strategy, communicate your strategy to your organization, shareholders, and customers, and execute against that strategy.

DRG works with clients during their regular business planning process (i.e. 5 Year Business Plan), to assess current strengths, weaknesses, opportunities and threats. Depending on the client, models are developed or reviewed, of various business scenarios and new initiatives to evolve the business to a future state that is more optimally positioned. At various stages of a network's lifecycle, it can become important to evaluate the network's competitiveness and value, and explore means of optimizing the return on the network investment. Application of new technologies for upgrading may provide opportunity to extend a network's life. Extension of a network to new landing points or points of presence may provide new revenue opportunity through new builds, asset acquisition, or strategic relationships. Shutdown of portions of the network which are no longer competitive is sometimes worth exploring. Alternately, change of ownership to may yield more value from the network. Towards the end of a network's useful lifetime, abandoning and/or relocating that network to a new location can be a financially sound decision. With DRG's broad financial, market, technical and commercial experience, we can evaluate owner's options for yielding the best value out of their investment, and recommend specific courses of action to optimize the return on their network investment.

### Market Studies:

DRG has developed customized market studies for individual clients (financial firms, investors, suppliers, project developers, network owners, and service providers) who are interested in exploring some specific or broad aspect of the international network marketplace. We've explored market trends in technology, growth, pricing, and other attributes, and analyzed how these trends are most likely to affect an individual clients business prospects. These studies capitalize on DRG's breadth and depth of expertise (commercial, market and technical).

## **Feasibility Studies and Business Plan Development:**

During the early stages of project development DRG is able to conduct a Feasibility Study aimed at determining the overall viability of your project and range of options available with sensitivity analysis of multiple variables . A Feasibility Study generally recommends design options, pricing structure, capital/equity structure, key financial indicators, and estimate of the total project end cost and upgrade cost. For those projects deemed viable, DRG can develop a comprehensive Business Plan that evaluates the project in even greater detail, and is designed to withstand the scrutiny of prospective investors and lenders of a project.

## **More About The David Ross Group:**

**The David Ross Group (DRG)** is a consulting and project management firm specializing in the development of international telecom infrastructure, with a special emphasis on undersea fiber optic networks. DRG has supported network developers in every region of the world, representing hundreds of thousands of kilometers of undersea cable planned and deployed with more than 50 landings on six continents. DRG is currently active connecting countries and continents worldwide.

**At the David Ross Group**, we pride ourselves on working closely with our clients to understand their needs; deliver value exceeding their expectations; pro-actively support their work programs and build enduring relationships. With our unique blend of market, technical and commercial expertise, we offer an exceptionally broad understanding of the market, players, technology, and network solutions. Our broad vision enables us to see opportunities from many perspectives giving you a complete solution for your project.

**At the David Ross Group** we help our Clients realize their visions. The David Ross Group has specialized capabilities to assist you across the lifecycle of your telecom venture - from concept through planning, design, operation, maintenance and upgrade.

**At the David Ross Group** we adapt our working-relationship with each Client to meet their specific needs and expectations.

**At the David Ross Group** we know the industry suppliers and their capabilities. We regularly keep abreast of their technology and product advances and have managed projects supplied by all of the major industry players. Our experience with, and knowledge of, the spectrum of suppliers helps us adjudicate offers with a skillful eye, negotiate contracts which protect our clients, and manage projects in a way which minimizes risks.

We regularly meet with vendors to assure we have the most up-to-date information and understanding of their technology.

**At the David Ross Group** we have a “library” of industry accepted project documents that minimize cost and time in any new project We maintain a standards library of proven commercial and technical contractual documents which can readily adapt to new projects. Our library includes Supply Contracts, Construction & Maintenance Agreements, Landing Party