



Business Development

Successful business and successful products are based on thorough preparations. These preparations include development of business strategies, market planning, product specifications, and management and operational planning. All these are vital activities that need to be executed prior to a business or product launch.

Teleplan provides services through the whole life cycle of a business. Our industry insight, our global footprint, and our multi-competence provide us with the capability of preparing both the commercial, technological and organisational issues related to a new business or product. We are not only capable of planning a business, but also actually staffing the whole business in an initial setup.

Services

Based on a thorough analysis of the situation and all relevant business issues*, Teleplan provides services for planning and setting up the business or a new product:

Market planning

- Definition of market strategy and positioning
- Development of a product and portfolio strategy
- Customer segmentation
- Development of branding strategy.

All summarized in a Market Plan.

Product management

- Development of product strategies
- Product calculations
- Pricing strategies
- Product packaging
- Promotion
- Sales and distribution
- Customer support.

Operational planning

- Negotiations of external contracts (interconnect, hosting, suppliers and subcontractors, governmental registrations, etc.)
- Organisational development and staffing
- Business process engineering
- Planning and implementation of production platform and IS/IT support systems.

Tools and methodology

Teleplan's company and individual competence and experience is based on an in-depth understanding of the players and business models in the telecom/IT industry and our daily

*) See the Teleplan Telecom Analysis service in a separate service description.

operational involvement in all aspects of the business. This provides us with a unique in-sight and experience for business development. Our library of tools includes:

- Document templates (e.g. for a market plan)
- Product calculation models
- Segmentation models.

Teleplan has also developed an MS Excel based calculation framework, the *Teleplan Business Modelling Framework* which simulates the business and provides CAPEX/OPEX and other key financial and economical figures. The framework includes a full customer/service model and an infrastructure model, which makes it a powerful tool for simulation of all relevant business aspects.

GENERAL/ ASSUMPTIONS	MARKET/ ASSUMPTIONS	COSTS	REV./OPEX/ CAPEX/ VOL	ACCOUNTING	FINANCE	SUMMARY
1. General Assumpt. 1.1 Inflation rate 1.2 Govern. taxes 1.3 V.A.T. 1.4 Exchange rates 1.n Etc.	2. Market 2.1 Population 2.2 Penetration 2.3 Market share	6. Interconnect 6.1 Tariffs 6.2 Summary	I. Revenues I.1 Segment 1 I.2 Segment 2 I.n Segment n I.x Discounts I.y Summaries	A. Profit & Loss	D. Cash flow	G. Summary
3. Sales 3.1 Subs. segment 1 3.2 Subs. segment 2 3.n Subs. segment n 3.x Foreign roam.	7. Market & Acq. 7.1 Acquisition 7.2 Market 7.3 Other rev. costs 7.4 - 7.n Summary per segment	II. OPEX: II.1 Interconnect II.2 Organisation II.3 Market&acq II.4 NW O&M II.5 EoM cost	B. Balance sheet	E. Financing	H. Economic summary	
4. Usage profiles 4.1 Profile segment 1 4.2 Profile segment 2 4.n Profile segment n	8. Personnel 8.1 Personnel plan 8.2 Salaries 8.3 Other	III. CAPEX: III.1 Ann. investments III.2 Ann. depreciation III.3 Acc. investments III.4 Acc. depreciation	C. Taxes	F. Fund details	I. Key ratios	
5. Tariffs 5.1 Tariffs segment 1 5.2 Tariffs segment 2 5.n Tariffs segment n 5.x Foreign roam.	9. Leased lines 9.1 Dimensioning 9.2 Prices 9.3 Cost summary	IV. Volumes (subs., callmin.) IV.1 Segment 1 IV.2 Segment 2 IV.n Segment n				
	10. Investments 10.1 NW dimension. 10.2 NW prices 10.3 Roll-out 10.4 Mainten. fees 10.5 Site rental					

Assignment models

Teleplan adapts the assignment model to the requirements and preferences of our clients, e.g.:

- Provision of individual experts
- Provision of project groups
- Turn-key responsibility.

Reasons for using Teleplan

- Operational experience
- Proven tools and methodology
- Multi-competence
- Market intelligence.