

## CSS /CITY SMART SOLUTION

Solution

## GLOBAL BUSINESS

The project: A Definitive Solution to the problem of Traffic Congestion in Metropolitan.

CSS /City Smart Solution Ltd.



The project is a clear solution for Metropolitan Traffic Systems, which is an important problem on a global scale. Experience the pleasure and freedom of city life with CSS/City Smart Solutions.

CSS traffic solutions to cities in USA, UK, Canada, Germany, Europe, Australia and Japan it provides accessible and efficient traffic solutions. it aims to revolutionize urban transportation. , current traffic it is a clear project that will easily adapt to their systems. Traffic congestion is a problem that needs to be addressed in metropolitan areas. CSS is the perfect solution presents.

This innovative and smart project has a design that aims to reduce traffic congestion by up to 70%. it is an indispensable component of the city life experience.

With CSS, you can discover the power of City Smart Solutions and easily improve your traffic experience.

The cost of implementing the CSS project varies according to the annual budget of the metropolis. In the following years, the costs decrease to about 3%. It is cost effective the solution provides long-term sustainability and benefits for the city and its residents.

We are in discussions with potential sponsors and collaborations to implement CSS. We invite institutions and managers to participate in this exciting initiative. We are honored to bring our project to your attention and we will gladly help you to provide more information and participate in discussions. Any questions or you can contact us with peace of mind for your request.

With this application, which will be the first in global traffic systems, metropolitan traffic chaos will be another solution he's getting back together. A system that will work in harmony with existing solutions and applications.

A clear solution that our precious politics and city managers will be willing to take and implement.

project:

It is a clear solution for metropolitan traffic solution applications.

It is the first application on a unique and global scale. As of now, the system is not being implemented in any metropolis.

This situation indicates a very high volume and serious **MARKETING OPPORTUNITY!**

It will be integrated into existing traffic systems in a simple way.

It is our expectation that it will enter the category of "Standard Solution Applications".

It is a clear application that metropolitan presidents and government managers will be eager to receive and implement.

The correct vision for the project is that it will be launched with a sponsor/collaboration with a global sales and application network.



The project has the opportunity to be implemented and commissioned with the same or different hardware, software, management for each country and metropolis. There are commissioning formulas for the state that purchased the project without placing a burden on its treasury. Different options are evaluated at the contracts stage.

Sales and contracts will be at the level of governments/municipalities/corporate structures.

The project also includes a strategic digital information collection database feature.

It will have a political impact in the city and country where it will be applied. This situation indicates important advantages.

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When the project is managed correctly, there are valuable gains for the institutions and individuals involved in the project. let's count a few subheadings.

brand/Reputation value effect

business and communication network expansion

the opportunity to establish strong official or institutional relationships

the stock market value effect

company balance sheet impact

the power of influence on global/local metropolitan life

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## STRATEGY

- The following factors are important for the project to reach a wider Sunday share:

**Multi-Country and Metropolitan Sales:** Offering the project for sale in multiple countries and metropolises at the same time provides access to a wider customer base. This is also faster than the project it allows it to grow and generate higher income.

**Hardware Software Management Application:** Separate hardware software management application for each country and metropolis, adapting to local requirements and more effective in local marketing it offers the opportunity to operate in some way. This makes it easier for the project to be adopted and preferred by local customers.

**Cost-Effective Implementation:** The availability of cost-effective implementation formulas for the government purchasing the project makes it easier to put the project into operation. Evaluation of different options, it allows the state to implement the project in accordance with its budget.

**Large-Scale Implementation Potential:** Project sales will be at the level of governments, municipalities and corporate structures. it shows the potential of this project to be implemented on a large scale. This contracts with such customers ensure the long-term sustainability of the project.

**Risk of Being Copied:** Launching the project with a global company reduces the risk of being copied. The strong brand reputation and marketing capabilities of a global company are among the competitors of the project it allows it to decompose.

**Media Management:** It is inevitable that the process creates a media agenda and it is important to manage it.

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As a result, the launch of the project with a global company and the fact that it provides sales and application opportunities in more than one country and metropolis at the same time, has a wider marketing share it allows him to reach and gain a competitive advantage. In addition, factors such as adaptation to local requirements, cost-effective implementation and the potential for large-scale implementation it also supports the success of the project.

 [WWW.CSSO.INFO](http://WWW.CSSO.INFO)

**GLOBAL**

**CSS TECH**

Process and detail the job descriptions:

Determination of the project sponsor institution and signing of the protocol.

It includes details of project financing, support and cooperation.

Protocol and Contract Management.

Identification of the institution responsible for official protocols and agreements at the global level and protocol signing.

√ the possibility of legal processes should be taken into account.

The project management team is determined.

The powers and responsibilities of the management team are determined.

The action plan is becoming clear.

Confidentiality Agreement.

\* Organizes the sharing of confidential information of the project with interested parties and the sponsoring institution or field application company.

Application company identification and protocol.

He is responsible for the technical implementation of the project and the management team will manage the progress of the project.

Media communication and protocol:

The media communication authority is determined. He is responsible for creating the media communication fiction and visual content of the project.

Completion of R&D Studies and Deciphering the Cost Table:

A price table is created for each region.

The above steps and task definitions are important for the successful progress of the project. clearly determining the responsibilities of the relevant teams to ensure the success of the project it will affect.

Important Note: Application and R&D processes can be Deciphered with existing local market companies.

## Chapters of the Convention and the Protocol



For the implementation of the project, official approvals must be obtained and contracts, protocols must be made. These decisions are usually made by local governments, but the central government approval may also be required. First of all, relations with the state to which the local government of the region where the project will be implemented depends should be analyzed. This analysis is the center of local government it should include evaluating their relationship with the government and their decision-making processes.

The decision to implement the project must be approved by the official authorities. These approvals are usually issued by the relevant ministry or institutions. For example, with the traffic management system approval of the Ministry of Transport may also be required for a related project. Contracts are made with the relevant institutions. For example, the tender process for contracts to be made with subcontractor companies and related approval of institutions may be required.

Some law changes are necessary for the success of the project. Difficulties may arise in the decision-making processes of official institutions. Bureaucratic obstacles, process extension there may be maneuvers or Deceptions of coordination between different institutions. Requests for legal amendments should be specified in the contract texts and a separate agreement with the relevant authorities can be done.

The maximum period for contracts is planned as 6 months. With a successful management of the start-up, the application is put into operation within 6 months.

## ACTION PLAN OUTLINE:

Sponsor Identification and protocol, signature

Management Team Determination

✓ Process evaluations

◆ prototype and system selection.

Government and official authority negotiations

Metropolitan Traffic Management negotiations

Corporate company meetings

◆ Determining the technical application company.

✓ Determining the media agency

The Contract Process

Establishing communication with official higher authorities and protocols

Determination of application companies.

\* clarification of the sales price and conditions for each region.

\* Contracts prepared by a competent authority and signed / approved by

Transition to the project implementation phase

Note: In case of need or preference, sub-sponsor options are evaluated in different regions.

This action plan provides a framework for guiding the project implementation process. A detailed planning will be made for the process management in different regions.



**SOLUTIONS**

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## **GLOBAL BUSINESS AND MEDIA**

Subject : css project and media

### **MEDIA MANAGEMENT SUMMARY**

The CSS application process is a project that touches city life. The inclusion of the media in the process has been evaluated as a strategy. Adding value to the process success of the media, it is intended to raise awareness and be a strong ally. The impact of the project on city life Its impact on the media agenda is inevitable due to the institutions where the grant is made. Media process management will be carried out in line with this purpose.

The name of the program is "A City is Waking Up - Breathe."

Camera recording examples:

- \_ Meetings with official and corporate executives.
- \_ Information about the process.
- \_ Discussions and agenda management on the effects of the project on city life.
- \_ interviews with the people of the city.
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Sharing information about the process is of strategic importance. It is important to create awareness on the masses. The resulting synergy has a positive impact on communication and cooperation between institutions Dec

it is our expectation. (/.. and it was all about managing perception.)

## updated



We are conducting sponsor/cooperation negotiations for the project and the Project Start-up needs:

As CSS, our need is to prepare protocols and contracts and cover the travel, meeting and accommodation expenses needed during the process. In addition, the media of the process transferring it to the environment is also our goal. The project is achievable with existing market companies. It is ready for implementation.

Dear Institution and Manager, we invite you to participate in this exciting initiative.

We are honored to bring our Project containing a solution to a global problem to your attention, we will gladly help you to provide more information and participate in discussions. All kinds of questions and you can contact us with peace of mind for your requests.

& Metropolitan life needs this project. The solution is your cooperation.

Best regards

CSS TECH LTD.

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