

The Need for Strategic Planning

The telecommunications industry has been experiencing a long series of changes over the last decade. Although some of the changes have been regulatory in nature or the result of legal action against some of the largest members of our industry, they have all ultimately been driven by the never ending advance of technology. The advance of technology and the associated impacts on the industry are continuing, and the ones that are upon us are perhaps the most monumental of them all.

We believe that there will be a fundamental and complete move from the traditional circuit switched telephone network to an internet based telecommunications grid network. The only unanswered question appears to be speed of this transition. The implications of this shift are truly all encompassing. Significantly, there will be several last mile telecommunications providers and technologies, possibly including local government. Telephone, data, and entertainment services may be provided by companies that do not provide the connection to the telecommunications grid network. Among other changes, telephone numbers will no longer be geographically based, and prices for services may be nearly flat rate.

The need for telecommunications companies and their owners or Boards of Directors to have an up-to-date strategic plan in place and in the process of being executed is possibly more compelling than it has ever been. Our firm can assist you and your owners in assessing your core assets and determining your most advantageous course(s) of action. We can provide you with specific ideas regarding how to maximize your short-term and long-term opportunities in the telecommunications space.

Currently, your telecommunications company may be performing well financially. However, due to ongoing industry changes (technological, regulatory, and cultural) there is concern that it will be difficult, if not impossible, to maintain existing profit margins without significantly changing key aspects of how the telephone company conducts its operations as well as changing the products and services delivered.

The Objective

The objective is to provide the owners or your Board of Directors with an independent review of the telephone company and other related assets, as well as to assess the short and long-term opportunities associated with these assets. Furthermore, we will offer specific suggestions, courses of action, or recommended changes, in order to enable the owners to either continue to enjoy the profits from these businesses or various exit strategies depending on the interests of the owners.

We believe that there are four distinct aspects to this task:

- A review of existing company operations, financials, marketing plans, and strategic plans (if any),
- A review and distillation of owner goals and objectives,
- The development of a high-level strategic plan,
- The completion of a detailed tactical plan to give the owners a road map to accomplishing the objectives identified in the strategic plan.

Our Approach

The first phase of this project consists of a meeting or meetings to gather and review the goals and objectives of the company and its owners. These will be summarized and presented for acceptance and approval.

The second phase is the development of a strategic plan which identifies activities which need to be pursued in order to meet designated goals.

Phase three is the development of 2 or 3 specific tactical plans that can be initiated and managed over the near term.

Finally, we could assist in project management if necessary and requested by you.

Initial Step

This is a comprehensive project that we believe is fundamental to the direction of your company in what promises to be an even more challenging time for the telecom industry. Because of the depth and importance of this project, we believe that the best approach is to have a one-day meeting with you and whomever else you believe needs to be involved. During this meeting, our team would get a better feel for what parts of this project may already be started or completed. We would also tailor our project in more detail and specifics as well as assure ourselves that we are on target with your objectives and expectations.

We have launched and helped clients evaluate, grow and divest many ventures. We have worked actively with clients in every aspect of their operations. Put our experience to work for you.

To set up an initial meeting or to discuss any questions that you may have, please contact us.