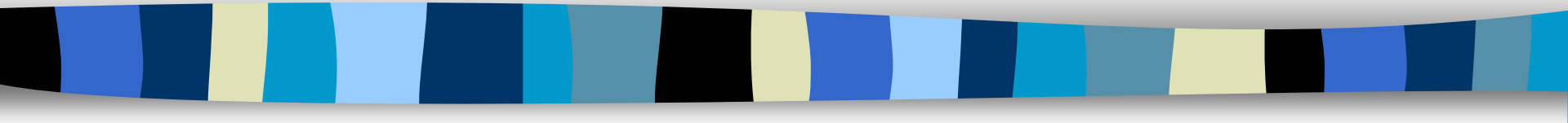


Your Exercise



Track4



The Scene

- A new competitive telco (NcT) is opening up for business in Australia.
- They intend to provide cellular phone services and IP services as major elements of their business



The Scene

- Track4, an international consultancy company wishes to tender a bid to the NcT to build and operate the national IP network
- Our task is to prepare the bid



The Environment

- Australia is a developed economy
- The company intends to operate in three cities:
 - Sydney – population of 4,000,000 people
 - Melbourne – population of 4,000,000 people
 - Adelaide – population of 1,000,000 people



The Environment

- The company aims to be one of the leading providers of business IP services in these cities, hopefully gaining the #3 position
- The company is also interested in providing IP services to the residential market, as well as providing IP services to mobile phone users



Your Task

- The bid response should factor in

- Marketing
- Finance
- Engineering
- Services

As they relate to the IP service activity



Your Task

- EACH team is to prepare a presentation on how they will undertake this activity.



Marketing

- Describe the target market sectors, service offerings to be constructed and competitive strategy, and potential acquisition strategy



Business

- Prepare a financial business plan, indicating how much seed capital will be required and in what time the operation will be financially self-sufficient



Engineering

- Prepare an engineering design for the various stages of IP network rollout



Services

- Services to define the services to be offered to the network's customers, where the services are to be housed, protected and operated



Deadline

- The NCT management team meets on Saturday, 15th July at 9:00 am
- They will review presentations from each team
- Web or Powerpoint presentations are encouraged.