Who are our customers / stakeholders?

# Scope:

### **Product Development:**

Research and development of 5G-enabled mobile phone models with advanced features and capabilities.

Integration of 5G modem chips, antennas, and other components to ensure compatibility and optimal performance.

Testing and validation of 5G connectivity, including speed, latency, and coverage across different network environments.

#### **Network Infrastructure:**

Collaboration with telecommunications partners to ensure robust 5G network coverage and reliability. Optimization of network infrastructure to support the increased data throughput and bandwidth demands of 5G technology.

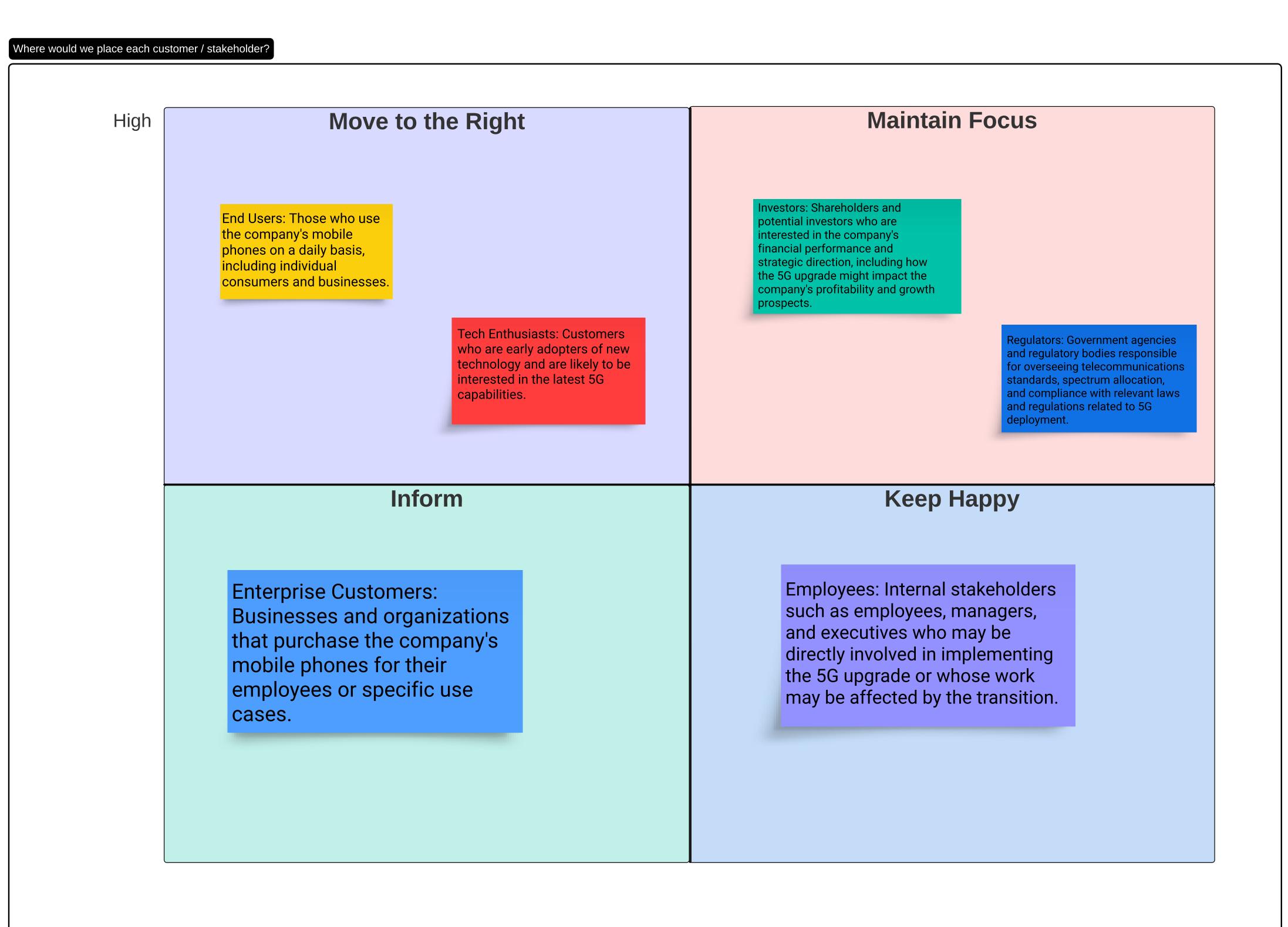
Implementation of network enhancements such as small cells, beamforming, and network slicing to maximize 5G performance

#### Stakeholders

**Customers:** Individuals and businesses who purchase and use the company's mobile phones, as they will directly benefit from the improved connectivity and performance offered by 5G.

**Investors:** Shareholders and potential investors in the company who are interested in the strategic direction of the business, including investments in new technologies like 5G and the potential impact on financial performance.

Employees: Internal stakeholders such as employees, managers, and executives who may be involved in implementing the 5G upgrade, marketing the new products, or providing customer support.



#### How do we engage each customer / stakeholder?

rojections, and ROI analysis.

## **Maintain Focus Move Right** Customers Maintain Focus: Keep customers engaged by highlighting the Move these customers/stakeholders right by... ey benefits of 5G technology, such as faster download speeds, lower latency, and enhanced connectivity for streaming, gaming, and productivity nvestors Maintain Focus: Demonstrate the strategic importance of the 50 Conduct surveys or focus groups to gather feedback on desired features and expectations for the 5G upgrade . upgrade initiative in driving long-term growth, market differentiation, and nareholder value for the company. 2 Provide educational materials and demonstrations to showcase the mployees Maintain Focus: Engage employees in the vision and benefits of 5G technology, such as faster speeds, lower latency, and jectives of the 5G upgrade initiative, emphasizing the role they play in enhanced connectivity. elivering exceptional products and services to customers. Inform **Keep Happy** ustomers Inform: Provide clear and transparent information about the 50 ipgrade process, including timelines, compatibility with existing devices, and any potential changes to service plans or pricing.Inform: Provide regular ipdates and progress reports on key milestones, investments, and financial Customers Keep Happy: Offer incentives or special promotions for customers who upgrade to 5G-enabled mobile phones, such as discounts, plications of the 5G upgrade, including revenue forecasts, cost

trade-in offers, or exclusive access to premium content and services Investors Keep Happy: Address investor concerns and questions promptl egulators Inform: Provide clear and timely communication on project and transparently, demonstrating a commitment to prudent financial equirements, specifications, and expectations, fostering a collaborative and management and shareholder interests.

nsparent relationship with suppliers and partners. **Employees Keep Happy**: Recognize and reward employee contributions form: Provide regulators with comprehensive and accurate information on to the success of the 5G upgrade initiative through incentives, bonuses, and he company's 5G upgrade plans, technical specifications, and network opportunities for career advancement, fostering a positive and supportive ployment strategies, addressing any concerns or questions they may work environment.