



FACULTY OF ENGINEERING AND THE BUILT ENVIRONMENT

DEPARTMENT OF ELECTRICAL ENGINEERING

Professional Communication Studies

EEE4006C

Business Plan Summary

Moya Wireless Internet Services Provider (Pty) Ltd

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16 August 2019

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SIGNATURE: H. J. Abadi

DATE: 16/08/2019

Moya WISP (Pty)Ltd

Wireless Internet Services Provider (WISP)

Moya WISP provides wireless internet services using latest point-to-point microwave technologies for better quality of services and better bandwidths. This business proposal for the Moya WISP is prepared for potential venture capitalist and investors interested in partaking in the venture.

Problem Background

ICASA has found that there is 82% penetration of smartphones in the country and MTN, one of the greatest cellular operators claimed 90% LTE coverage beginning of this year, but there are only about 280 000 homes connected with Fibre in the country, and according to Statistics South Africa, only 10% of the homes in the country have at least one individual connected to the internet at home. Most of that 10% population relies on cellular network for both calls and internet services which are improving, but due to high increasing demand, do not give off better quality and speeds.

Service Description

Moya provides dedicated wireless internet services to clients' places in their area according to their needs. We do this by purchasing very large bandwidths from big internet services providers, route that to our local network, and distribute that according to the individual needs of each client in the area. We set up a giant base station in the local area which has many antennas around it, and we set up a small antenna (smaller than DStv antenna size) on the client' rooftop or wall side. The clients' traffic is carried through the dedicated links and aggregated to the edge point of the 2nd tier ISP. We are leveraging on the economics of scale, more bulky bandwidth reduce the purchase cost, and we divide the large bandwidth into smaller chunks and sell those at market price and generate profit from the difference.

Marketing Analysis and Plan

Our target market consists of townships and small towns where fibre and cellular network operators deem less dense for their billions of their investments. We study thoroughly the area and customise a local area network to provide dedicated services according to the needs of the individuals. Moya uses a subscription model, with free installations and monthly fees. Moya employs brand ambassadors and sales people who have influence and know about the dynamics of the area to best sell our services to potential clients. Our network equipment is branded with our logos and Moya sponsors social events in the operating areas. Our marketing also taps into the traditional printed media, and also fully utilizes the digital marketing platforms (social media and the internet).

Business Operations

Moya will consist of a central head office with 3 engineers, business strategy executive and finance personnel, and employs a salesperson and a technician for every 4 modules (local area network). Moya purchases large bandwidth from 2nd -tier ISPs like Dark Fibre Africa, Neotel and chop it and sell the small chunks at market price and generate profit from the difference - leveraging on the economics of scale. Moya invests in a set of modules, operate them until self-sustaining before investing in more modules.

Financial Projections

Our services are priced from R300 for homes to R1000 for businesses. Moya requires capital injection of R5 000 000 for initial network equipment, operations and security (ability to keep running the business while still subscribing new clients). According to our financial projection as shown in Figure 1 below, we will start making a positive profit in the 7th month and generating R2 500 000 worth of profit per month at the end of 5 years.

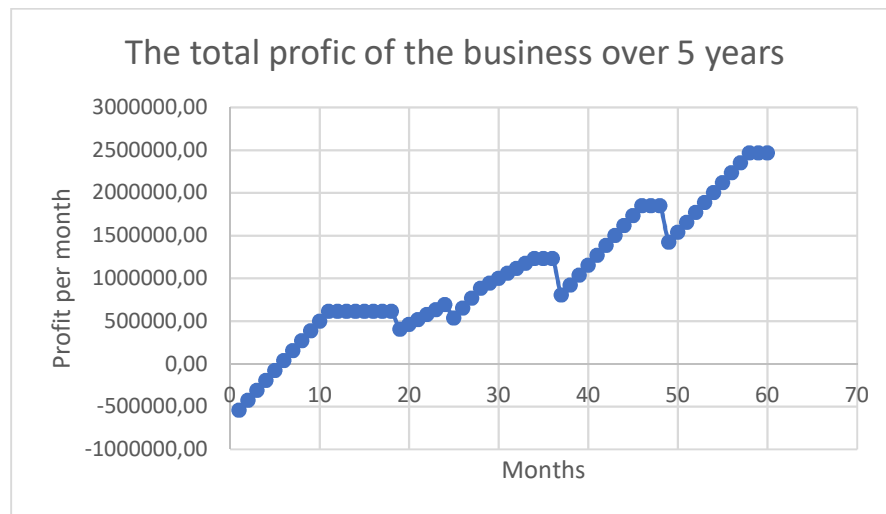


Figure 1: A graphical projection of the business profits over the next 60 months.

Justification and Conclusions

Our dedicated services reduce competition for better speeds for our clients, giving them exceptional Quality of Services (QoS). We explore the niche in the untapped local market, and leverage on the economics of scale by purchasing and reselling for profit. Our services are deployed in independent modular formats as necessary and are highly scalable. In our implementation and operation, we create employment opportunities for the local people to keep the services running.