



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

# **MAIL DELIVERY FEASIBILITY ASSESSMENT**

## **MINISTRY OF COMMUNICATION, SULTANATE OF OMAN**

### **Client Description**

The client was the Ministry of Communications in the Sultanate of Oman, responsible for all forms of personal and business communication in the country.

### **Process**

The assignment required the assessment of the likely load on the system, developing the logistical system and assessing the financial performance and the exposure to risks.

### **Issue/Need**

Post delivery in the capital city of Muscat was only to postal boxes in each post office. With the city's expansion resident's access to PO boxes was increasingly difficult, and the Ministry wanted to assess the feasibility of a mail delivery system till each house.

### **Deliverables**

1. Market Survey which defined the scope of services, estimates of mail volumes both for residence mails and Governmental / Company mails.
2. Technical needs of the proposed system based on a pilot study.
3. Financial projections as per the market assessment and the technical assessment to evaluate the financial feasibility of the proposed system, and to identify the level of government funding required.