



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.

# **BUSINESS PLANNING**

## **OMAN PUBLIC TRANSPORT SERVICE PROVIDER**

### **Client Description**

The client was a government-owned public transport company under the supervision of the Ministry of Communications in the Sultanate of Oman, and the only provider of city, inter-city and long-distance bus services.

### **Process**

The team developed a marketing and business strategy for the company, assessing the long-term business model, and identifying operational weaknesses. The team developed routes, assessed fleet size and composition, and outlined a new organization structure.

### **Issue/Need**

The Omani Government wished to privatize the company and wanted to ensure that it was operating on a sound commercial basis. It therefore wanted to examine its operations and develop a business plan.

### **Deliverables**

1. Marketing plan including new routes, fare changes, steps to enhance service quality;
2. Estimated capital investment to modernize the fleet and renovation of other assets
3. Financial projections for 5 years based on the revised parameters arising from the operations review.
4. Projection of subsidy required from the Government to carry out this restructuring program.