

# Strategic Objectives and Goals

## Strategic Objectives

1. Establish partnership with government and private organizations to provide telecommunication services.
2. Enhance the staff performance.
3. Research, develop, and implement advanced technology to appropriately do the telecommunication service provisioning.
4. Optimally utilize resources and assets that belong to CAT and are derived from the concessionaires.
5. Seek new business opportunities; for instance, actively expand and develop international business, and offer Cloud computing services.
6. Improve business process efficiency and develop customer service channel to responsively serve the customers especially (both public and private) organization customers.
7. Provide high quality, comprehensive, and thorough telecommunication services.
8. Improve the efficiency of cost and operating expense management.
9. Support government policy proceedings, encourage good governance, and promote social and environmental responsibility to have positive organization image.

## Goals

**Short-term goals (1-2 years)** : Maintain the market share of the core business and effectively manage the investment to stop the loss.

**Long-term goals (3-5 years)** : Explore new considerable and sustainable sources of revenue to compensate the declining income. For example, enter a new sizable market or an emerging market; develop staff and new procedures to be aligned and supportive to the business.