

Factors affecting business

2015 is the year where CAT Telecom Public Company Limited faced several risk factors, for example, risk of losing revenue from patent permits which was a half of entire revenue. To drive the organization, the high amount of budget is needed. The telecommunication industry is more competitive as major mobile phone service providers hurriedly expand their service network to gain market share such as Datacenter, Cloud or M2M which show a high growth rate. The international network expansion of major service providers in the region will affect the basic communication service or connections between countries which are the main business and the strength of CAT Telecom Public Company Limited. and may cause such service to be a commodity product with cheap price in the future. Here are risk factors significantly affecting the business.

1. **Strategic risk** : Due to the extreme competitiveness of the market, even CAT Telecom Public Company Limited provides modern and good quality telecommunication and IT service that meets the needs of domestic and international customers, it may not be sufficient when comparing with private competitors. The risk is mostly about the ability to meet the different needs, the making of marketing activities and the provision of bundle service that CAT Telecom Public Company Limited currently have. In this year, the company gain the revenue as expected according to business plan of CAT Telecom Public Company Limited
2. **Operational risk** : This risk involves the internal cooperation within CAT Telecom Public Company Limited which may affect the operation according to business plan of CAT Telecom Public Company Limited It covers the delay of budget request to operate the administrative matters, the delay of IT system installation to support various kinds of service, the lack of knowledge of employees to close the business deals, and to organize marketing activities. he remuneration and fringe benefit are not sufficient to attract those who are knowledgeable and able to work with the company for a long-term period. Besides, there are rules of supervisory authorities which obstruct the business operation of CAT Telecom Public Company Limited
3. **Compliance risk** : It is related to the readiness to participate in a bid for the patent to use 1800 MHz on time, the repurchase of communication equipment from BFKT, and the dispute in the regional FTTx project. The senior executive officers of CAT Telecom Public Company Limited has put the effort to solve this issue through a negotiation with litigants in order to find a solution. Due to the complication and high financial amount involved in the dispute, although there is a progress of negotiation, the solution is not yet made.