

Strategic Objectives and Goals

Strategic Objectives: SO

- SO1: Develop service and strive for innovation to satisfy the customer needs and to gain new customers.
- SO2: Consolidate IT systems to support organization process, strengthen business, and reduce operating cost.
- SO3: Generate revenue from primary customers and become a customer-centric organization by changing working procedure.
- SO4: Develop Mobile Virtual Network Enabler/Broadband Virtual Network Enabler (MVNE/BVNE) capability and expand customer base to new Mobile Virtual Network Operators/Broadband Virtual Network Operators (MVNO/BVNO).
- SO5: Broaden customer base to ASEAN countries focusing on oversea operation of Thai company.
- SO6: Expand both wireline and wireless networks in the target areas to make CAT Telecom be a leader in facility service market.
- SO7: Enhance personnel performance and develop work process to support the strategic plan.
- SO8: Improve cost management and maximize resource and asset management performance.
- SO9: Manage investment portfolio according to the strategic plan.
- SO10: Promote good governance, social responsibility, and corporate image.

Goals:

Short-Term Goals (1-2 year): Expedite both wireline and wireless network expansion. Increase both domestic and international customer base of the core business by implementing the new business concepts. Optimally manage operating cost, resources, and asset. Impress customer through the service quality improvement and ease of access to sustainably increase revenue and profit.

Long-Term Goals (3-5 year): Explore new sources of revenue through service development and innovation. Additionally, improve staff performance, reduce management cost, and adapt operations process to be suitable for business