

**"Feasibility study of NayaTel (Pvt) Ltd."**



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**(Project title: Feasibility of NayaTel (pvt) Ltd.)**

**EXECUTIVE SUMMARY**

The telecommunications revolution has arrived dating from the day broadband services has been introduced in Pakistan, competition has accelerated and sought out every nook and cranny of telecom products and services for both consumers and businesses. From that day only 15 years ago, when consumers were tied to a fixed phone with its fixed phone number, mobile and cellular phones have proliferated to meet the demand for communication anytime, anywhere in the world. Companies that have not foreseen change or kept up are quickly consigned to the technological and financial graveyard.

Naya Tel (Pvt) Ltd. has undertaken the project for laying optical fiber in Islamabad which is the first of its kind and will be facilitating the entire Islamabad specially the corporate sector and also the home users for enhancing their abilities to compete with the world by enhanced telecommunication services.

This project basically is in depth analysis of the whole targets set by Nayatel by providing a business plan including marketing, financial and human resource planning and risk analysis for concluding the feasibility for the project that NTL is involved in to complete for achievement of their targets of advancing our telecommunication services specially internet, high definition TV etc.

It has been revealed from the whole business plan including current market demands for high speed broadband services, and the sound key professionals supported by sufficient investment with the projections of elevated profits and thoroughly study of market competition and risk analysis that this project is feasible to achieve high returns and will benefit our people to enhance their capabilities to compete with the world out their.

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