

BUSINESS DEVELOPMENT PLAN

M3GA MEDIA

M3GA Media (M3GA) was incorporated on May 2000 with the objectives of providing consulting services and avenue for production houses to seek professional advice and benefit from pooled resources and expertise in the firm. M3GA is the first firm in the media production and broadcast industry to be set up based on the concept of a consortium among a few production houses, namely **Eye to Eye Networks, IMO Productions Pte Ltd** and **Insdar Marketing & Media Pte Ltd**. The four professional experts from these production houses have impressive track record in their own areas of speciality. The primary benefit to be gained from the consortium is cost-reduction and revenue generation through synergy, shared resources and expertise.

SSA Management Consultants Pte Ltd was engaged to assist in laying the firm's vision, mission and objectives and to chart its business growth strategies. With a thorough research on the opportunities available in the industry, SSA has recommended various corporate strategies that the company could embark on in the short and long term. These have assisted the management team in M3GA to focus on a strategic growth path and the various avenues that they can explore to reap revenue.

M3GA strives towards bringing the media productions to a higher quality platform. Eventually, it is aiming to meet its vision of being a world class media content provider and the focal point for media production and broadcast industry in the region. On a collective basis, M3GA would be carrying out big scale projects in media productions and related activities. The target market of the firm would not be concentrated only in Singapore but also to be expanded into the region and international arena. The following are the main thrusts of the corporate and operating strategies to be undertaken by the firm:

1. To develop a professional image of producing exceptionally high quality and highly appealing media productions
2. To be aggressive in its television programme productions by collaborating with local and regional broadcasting stations
3. The types of television programmes produced would be unique, having universal values that satisfy the taste of the locals as well as appealing to the viewers in the region
4. Engage in joint ventures, co-productions and business alliances with counterparts in the region
5. Engage in Regional & International Distribution of Programmes
6. Develop M3GA into a firm that can provide information databank and consulting advice to local production houses and those in the region
7. Working hand-in-hand with associations in the industry to organise activities that benefit members of M3GA and the players in the media productions and broadcast industry
8. In the long term, to expand into more non-TV activities

With a clear understanding on the direction of the firm, M3GA has undertaken immediate action of planning for its first production as a consortium, focusing on a programme that has great potential to be a hit with viewers in Singapore and throughout the region. To assist in the implementation process, SSA acts as an advisor and facilitator during their discussions and assist in planning the different phases of the firm's implementation, taking into consideration the required operational resources and financial projections.

