

ABSTRACT

This report is aimed at providing some guidelines for development of business plan for the Certification Authority services in Thailand based on knowledge from several courses taken in Computer and Engineering Management program at the Assumption University, and the actual experiences in the field. The report is started with the summary of situations related to Internet and digital security worldwide. In the Literature Review, all ideas, plans, and practices as presented are based on theories, guidelines, and references derived from business and technical textbooks, and security information sources relevant to each topic including calculations and projections of cash flow, profits and losses, expenses, and all related costs as appeared in the business plan are also presented with explanation in details.

The Company has 5 main teams working together with market-driven objectives and bypass-attack competitive strategies to be interoperable and avoid warfare with others. It prioritizes jobs according the market size with centralized traffic controls, and starts with major goal to remove initial inventory by the end of the second year with expectation that related laws will be completed by then. All teams were planned to start their activities in parallel to the CA Center setup, and with 6 sales and 2 marketing staff, the first order is expected in October 2003, and the other 6 salesmen will start by then, so that the expected payback period can be within 1.69 years as planned, and the loan of THB 50 million will be paid back by the end of 2004. Projected figures aftermath are based on assumptions that it can become a legalized public CA, and then, will recruit 3-fold more operating staff to cater to its aggressive goals.

Finally, the contingency approaches to management are strongly recommended, and management must be flexible in responding to all changes in the market.