

The Marketing/Commercial Director
MTN Telecommunications plc

Dear Sir/Madam,

Online Phone Directory

Your corporation (MTN) has expressed an intention to increase subscriber base substantially in the very near future. The task of printing hardcopy directories and keeping them regularly updated would be Herculean. In the United Kingdom, directories by Thompson's and Yellow Pages are published bi-annually, each release using several hundred pages of small print to provide a current image of real resource allocation. Suffice it to say, that the figures for directory enquiries to British Telecommunications (BT), and online Directories at over one hundred thousand a day suggest that many of those tomes are not being used for their intended purpose.

As a consultant to BT for their Hyperion project, we can clearly state that the benefits of online directory enquiries "eDirectory", has proved so popular that the free telephone enquiry service on 192 is about to be abolished. In place of this service will be a web site that replaces the phoneNET UK service which is still available at the URL www.bt.com/phonenetuk with a revamped online alternative.

The hardcopy offline directory is almost extinct and may prove to be slimmer on profits than online directories in the technology keen Nigerian market. We have therefore designed an Online Digitised Telephone Directory to provide eDirectory and other value-added services to the clientele of telecommunications Corporations. Not only would this make it easier for Corporations to keep the eDirectories constantly updated, the facility would also afford Nigerians living abroad the opportunity to find up to date information about businesses and persons in the country.

The proposed directory would be on a website designed and maintained by Internet Technologies Ltd (UK, Nigeria), with links to other MTN sites showcasing more services and products to a global audience. A major function of the site will be as a host for advertisement streams, from which local and foreign revenue could, with careful planning, be generated.

The nature of this relationship would be one in which Internet Technologies Ltd provides consultancy, and technical expertise, while MTN provides the content that goes into the site and participates in the formulation of a detailed specification.

It is our expectation that the design for the service can be customised, and an implementation of the service rolled out to MTN clients and the Internet community world wide in about thirty working days. In line with our practise, we will provide the design and implementation, and work with MTN to maintain the site and to help and/or guide its evolution, including skills transfer where required.

Internet Technologies Ltd will provide ongoing consultancy that will be tailored to the needs of MTN, and with the express goal of securing efficiency, longevity and profitability. Our experience and insight into the practices of industry leaders in England, Scotland and Northern Ireland will be brought to bear to ensure that all effort and knowledge is applied to delivering a unique and outstanding service through the site.

We would like to discuss the technical details with you but we have yet to sign a confidentiality agreement with MTN. However we can go so far as to state here that we feel ready to deliver to you, a truly outstanding service that would begin to distinguish MTN in the Nigerian business environment. The opportunity presents itself here for innovation and we hope you will seize this day – carpe diem. As a brief recap, we would like to state that when the project goes LIVE, MTN stands to derive the following benefits:

1. Generation of additional revenue through adverts on the site
2. Improved customer service
3. Easy and efficient updates of Directory information
4. International audience, world wide access, 24 hours a day, 7 days a week
5. Online sales of customised information
6. Lower cost of production as against the printed directory
7. A new outlet to market other value added services
8. A foundation for a major Nigerian Portal
9. Consolidation of customer satisfaction and boosting of customer confidence
10. Demonstration of pioneering and innovative capability/philosophy

We at Internet Technologies Ltd are certainly convinced of the great benefits that this project could bring to the profile of MTN while also sowing the seeds of what we expect to be the beginning of a long and mutually rewarding partnership. It is our hope that you would find the above interesting and consequently allow us the opportunity to discuss the details of the proposal with you. We look forward to your response.

Yours faithfully,

OYEWOLE, Olanrewaju J. Mr
Chief Technology Officer
Internet Technologies Ltd (UK, Nigeria)
info@net-technologies.com
www.net-technologies.com