

FORM: E



**APPLICATION FOR A GENERAL ELECTRONIC COMMUNICATIONS LICENCE – IMPORTATION, INSTALLATION, DISTRIBUTION AND SALE OF COMMUNICATIONS EQUIPMENT**

**(UNDER ELECTRONIC COMMUNICATIONS -LICENSING REGULATIONS , 2016)**

**1) PARTICULARS OF APPLICANT:**

- a) **NAME:** .....
- b) **POSTAL ADDRESS:** .....
- c) **TEL NO.:** .....
- d) **FAX NO.:** .....
- e) **STATUS (GOVT, CORP, P. COMPANY, INDIVIDUAL):** .....

**2)**

TYPE OF SERVICE LICENCE	<input type="checkbox"/> Equipment Installation and maintenance	<input type="checkbox"/> Equipment Importation
	<input type="checkbox"/> Equipment Distribution (Wholesale)	<input type="checkbox"/> Equipment Sales (Retail)

**3) ADDRESS/ES AT WHICH TRADE BUSINESS OR INDUSTRY IS CARRIED:**

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- 4) ATTACH A COPY OF VALID TRADING LICENCE ISSUED BY SD GOVERNMENT.
- 5) ATTACH CERTIFICATE OF INCORPORATION.
- 6) ATTACH COMPREHENSIVE BUSINESS PLAN (SEE ANNEXURE A).

7) DECLARATION:

I hereby solemnly declare that to the best of my/our knowledge the foregoing information is correct. I agree that in case any information given to this application is found false at a later date, the license if granted, may be cancelled. I undertake to observe the conditions of the license (if and when issued) as may be specified by the Commission.

Signature: ..... Date: .....

Name (Capital Letters): .....

Designation: .....

Place: .....

Name of Witness: .....

Signature of Witness: .....

## **ANNEXURE A: COMPREHENSIVE BUSINESS PLAN**

The comprehensive business plan shall contain at a minimum the following information:

- i) Executive summary – highlight of the main points and salient features of the application;
- ii) Introduction – clear description of the business and how it will operate;
- iii) Main objective – an outline of vision, objective and how the business will contribute to the growth of the ICT sector and make the market more competitive. The value proposition must be clear;
- iv) Organizational structure - The applicant shall provide information on the Company information on shareholders, directors:
  - a) Nature and structure of the applicant (for consortium members or single entity) in terms of whether it is public or private company, subsidiaries or associated companies, joint ventures and trusts; whether the company;
  - b) Corporate and shareholding structure of the company clearly indicating the ultimate ownership, both direct and indirect. Details of shareholders and the amount of shareholding;
  - c) Details of the composition of the Board of Directors and management structure, this includes the curricular vitae of the Directors and Chairman of the Board as well as the Chief Executive Officer;
  - d) Place of domicile (Permanent residence);
  - e) Company's Memorandum and Articles of Association;

(v) Financial Capability – the applicant is required to demonstrate that he has the financial capacity to implement the business plan. The following information shall be provided to demonstrate the financial capacity.

- a) The 5 years financial projections -including the profit and loss accounts, balance sheets and cash flow statements. The profit and loss accounts, balance sheets and cash flow statements shall be prepared in accordance with the International Financial Reporting Standards. All assumptions used (e.g. asset depreciation policies, projections, annual increase/decrease in operating expenditure) shall be clearly explained;
- b) Financial ratios including return on assets, return on equity, operating profit margin, net profit margin, current ratio, quick ratio and debt-equity ratio. The formula used in computing each ratio should also be provided;
- c) Forecasts of the internal rate of return, net present value and payback period of the investment. The rate of return normally required by the applicant for capital invested shall also be provided;

d) Detailed plan of all capital expenditure and working capital requirements for the first 5 years of operation; The proposed financial plan, shall include also:

- proposed sources of funds and the amounts from each source;
- planned repayment terms and schedule for loans, loan stock and debentures;
- credit facilities available; and
- provisions made for contingent sources of funds. Where relevant, letters of intent, guarantor letters and other documents should be provided to substantiate the financing plan and loan/credit facilities.

e) Where applicable, copies of detailed audited accounts of the applicants (i.e. profit and loss accounts, balance sheets, cash flow statements and auditors' reports) for the last three financial years should be provided;

vi) Products - the applicant shall describe in detail all the services and applications it intends to provide, including the timing, and the competition strategies it will use to compete in the market. The associated tariffs for the various services and applications should also be provided with appropriate justifications.

vii) Target Market – the applicant shall indicate the target market for its various services and applications and the value proposition for such markets.

viii) After Sales Support – it is important that an after-sales support strategy is presented to show how the applicant desires to look after customers.

ix) Technical Information - The applicant shall provide the following:

(a) Network description - technical description of the network he intends to use to deploy the services and applications. The network will show the

extent of reach to end customers. It is important that the applicant also provides agreements or indications of negotiations between him and the network facilities providers who shall carry his services and applications.

(b) Roll out plan - the roll-out plan of services and applications for at least five. The roll-out plan should show commitment to continually improve services and applications for better value to customers. The roll-out plan will be annexed to the license as part of the license condition.

(c) Interconnection – where interconnections is required, the applicant shall state the details of such requirement.

(d) Technical capacity – The applicant should demonstrate its technical experience and capability in the development or deployment of services and applications in question.

(e) Numbering – the applicant should indicate the numbering, signaling codes and short codes requirements with enough justifications and also provide a compelling management strategy of the scarce resource so that numbers are not unutilized. The numbering allocations will be done in accordance with the Swaziland numbering plan and policy.

(f) The applicant may submit any information not specified above which it considers supportive of its application.

- x) Performance Bonds/Guarantee – The Authority may require the applicant to submit performance bonds to guarantee the implementation of the roll-out plan.
- xi) License Application Fees – these shall be paid at the time of submission of license application.

The above are just minimum requirements and the applicants are encouraged to provide any other information deemed relevant to assist in the processing of the application. SCCOM may seek clarification and additional information from any party arising from their application.

SCCOM