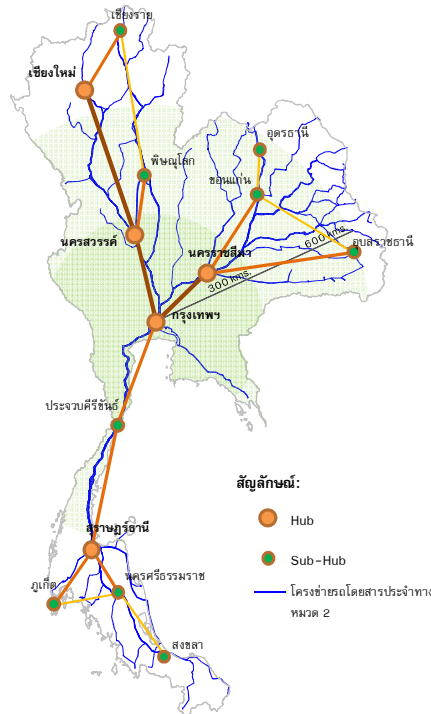


Advisory Service for TCL on its Strategic Direction

Client: Transport Co. Ltd. (TCL),
Ministry of Transport

Period of Appointment: 2011



AMP Consultants Ltd. was commissioned by TCL to structure and draft its business plan in order to prepare the firm for the implementation of new intercity bus deregulation policy.

Key tasks included (i) assessment of the existing operation of TCL and its private bus concessionaires; (ii) recommendation of strategic operational changes necessary to enhance the survival of TCL's businesses after deregulation; (iii) recommendations for TCL investments in key assets; (iv) recommendations for network improvement; (v) recommendations for an air-conditioned van monitoring plan; and (vi) assessment of the impact on capital and investment.

