

SEDSIC-07

Event: Space Ventura (Business Talk)

Venue: Vellore Institute of Technology

Participants:

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PRESENTS

ECONOMIC EXTRAVAGANZA

FEDERAL AEROSPACE Ltd.

About The Company

The Federal Aerospace Ltd. is an American based multinational aerospace research and manufacturing company headquartered at Seattle, Washington; and over 100 units and branches spanning 70 countries.

The Company's business is conducted by its employees, managers and corporate officers led by the chief executive officer, with oversight from the Board of Directors. The Board's Governance Committee periodically reviews the Company's corporate governance principles and current practices.

It is a leading aerospace enterprise and the largest manufacturer of commercial satellites and launch vehicles combined. Additionally Federal Aerospace designs and manufactures rotorcraft, electronic and advanced information and communication systems. But the satellite systems remain its major venture.

It has customers in more than 90 countries around the world and is one of the largest exporters in terms of sales generating annual revenue of \$52 billion dollars.

ECONOMIC EXTRAVAGANZA

About The Project

In recent years Federal Aerospace has expanded into some emerging, highly competitive fields while redefining some of its core business activities. Our latest and most grandeur venture is the \$3.5 billion "ECONOMIC EXTRAVAGANZA" project through which our company will be entering into a variety of diverse business activities all related by satellite technologies. The project proposes the launching of 24 commercial satellites in polar orbits. The enterprise has identified three strategic business areas where it is focusing its expertise and resources:-

- 1-Search, Rescue and Navigation.
- 2-Communication and Media.
- 3-Information and Weather Sensing.

These satellites provide exclusive coverage to areas spanning between four longitudes (30, 60, and 90,120) and worldwide connectivity. Our major customer targets include India, U.A.E., Bahrain, Kuwait, China, Singapore, Malaysia, South Korea, and Russia.

We have chosen these particular regions as our major targets owing to the huge rate of economic growth in the countries-China-world's second largest annual GDP, India and South Korea-world's fastest developing economies and Bahrain, Singapore, Kuwait, Dubai, Malaysia all being important trading capitals and economic and tourism giants.

Although these nations possess all the latest technologies, it is not available to every common man and they also lack impromptu communication and satellite media that are very common in European and American countries. The aim of our project is to make all these everlasting technologies available for everyone and everywhere. This huge coverage is brought by

launching 24 of the most technologically advanced satellites,8 for each field. Usage of satellite technologies is very expensive as it is used by only huge firms and other defense and space research organizations. But it will be made extremely cheaper once it is used by the common man forming enormous proportions of satellite users and thus increasing the ratio of users by a factor more than 100.The operation would be carried out by our satellite wing-SATECH (Satellite Technologies Limited) comprising of the smartest litter of scientists and engineers.

Our marketing strategy is just simple-we are the first to provide such services in these areas at economic and testimonial standards. Implementation of such projects requires huge planning and research which our company has been doing for the past 1 year. So even if any enterprise also covets to enter into this field it will take them at least a year after we have established ourselves in the market. By then our company's roots would have deep penetrated into the market.

SEARCH, RESCUE AND NAVIGATION

This flock consists of 8 **Search and Rescue** satellites with advanced **Navigational** capabilities.

- This satellite's application is essential for every airline. The ERT (Emergency Radio Transmitter) which is a mandatory component in all the modern aircrafts can give a distress call. Their signal will be interpreted by our satellites and an emergency SOS would be sent to the nearest government's manpower safety department and help will be practically available in minutes.
- Although certain similar facilities are available, it is extremely expensive and not widespread. For eg: A search and rescue mission of 2 lost planes in South America recently cost \$6million. Reason for inflated costs are due to lack of market understanding. But we make this cost effective as it will be used abundantly.
- Mountaineers, explorers and other adventurers could send an SOS to our satellites directly in case of danger and emergencies by using a handheld transmitter. In this way they would have insurance on backup plans and need not depend on their sponsor to provide help. This eliminates their need for sponsors for safety making sports accessible to every single person dreaming of adventure.
- They can also be used to provide rescue operations to marine vessels like ships submarines and private boats.
- The GPS systems are not extensive in the proposed areas. By using our extensive tracing capabilities, exceptional services could be brought about in GPS products making it possible to be implanted in every vehicle possible due to the very low price which is in turn due to extensive usage.
- In addition to all these advantages, our satellites can be used to provide all the round Navigational facilities to aircrafts and marine vessels. The operator in the ship can access the satellite directly for navigational purposes. In addition to navigation, it can provide valuable details regarding atmospheric conditions like ocean pressure, wake formation and warning

the ship regarding a surrounding cyclone or hurricane if any. It can reveal to the aircrafts about the level of turbulence and other abnormal pressure conditions in its entire air route.

COMMUNICATION AND MEDIA

This flock consists of 8 **Communication satellites** for providing unlimited internet, television, and telecommunication access.

- The longitudes proposed already have these facilities, but not directly through a satellite which makes these facilities not accessible on the move and expensive. The already existing telecommunication and broadcast companies use satellites of government and private aerospace agencies making the former pay for the maintenance of networks, data flow and usage, maintenance of satellites and other service charges. But our plan proposes the launching of our own satellites and using them for the objectives mentioned above. By doing so we reduce all other expenses and service charges by just having to spend for the maintenance of the satellite and the networks. By doing so the cost of transfer of data would be reduced by almost 70% making calls cheaper from India to the Gulf as low as 3 rs/minute from a present rate of 10rs/min.
- High speed WiFi connectivity could be made available on the move spanning the entire urban and semi urban regions and other rural areas if necessary through direct satellite connections.
- Live Television broadcasts of High Definition quality could be made available to homes directly and to Laptop users on the move using Packet Radio signals. Hence TV Tuner cards could be replaced by just a Packet Radio port.
- Satellite phones which connect directly to the satellites to make calls instead of communication towers are not available in the proposed zone. So they could be introduced in these zones which could be operated under 100% coverage.
- Only certain airlines in this region like-Jet Blue, Cathay Pacific, Emirates and Singapore airlines have Live Television and Internet access inside their flights by direct connectivity to satellites and that too only in certain possible air routes. But our numerous satellites and extensive coverage can make it possible for virtually every airline at all routes at affordable prices. In this way most of the airlines would be able to provide additional comfort for passengers and enhance their in-flight services.

INFORMATION AND WEATHER SENSING

This flock consists of 8 **Remote Sensing satellites** for providing extensive weather reports and finding resources, aid in mining them and nuclear waste monitoring.

- Although we hear weather reports from all the news channels and weather agencies closely watching weather changes, sudden changes in atmospheric conditions are not noted accurately resulting in for eg:Tsunami and cyclones which came without any warning. This is because the existing weather satellites do not keep examining each and every region specifically unless told so after inspecting the world weather map.

- But our set of 8 satellites exclusively reserved for these purposes watch every region closely in the proposed zone thus enabling instantaneous and extensive reports.
- Our large numbers of satellites are highly effective in locating valuable resources like fossils, metals, etc. using high density scanners.
- Besides locating, our satellites could be of a major aid in Oil refineries. By signing contracts with the extraction companies, access could be provided to an operator in the extraction site to access the satellite to examine the refinery and its resources, possible dangers due to high pressure gas leakage from the ground and the depth of resources, etc and plan their operations precisely.
- When it comes to mining, our satellites could specify to the miners the depth to dig and possible dangers like collapse of the mine, etc and also provide navigation for paths inside large mines. Navigation can be provided as a hollow path shows a different density while all other earthly possessions show monotonous densities.
- Finally another important operation would be the monitoring of nuclear waste disposal sites 24x7, thereby detecting any change in radiation levels above safety limits.

CONCLUSION

Federal Aerospace has a long tradition of aerospace leadership and innovation. We continue to expand our product line and services to meet emerging customer needs. Headquartered in Seattle, Federal Aerospace employs more than 150,000 people across the United States and in 70 countries. This represents one of the most diverse, talented and innovative workforces anywhere. With all these skilled labour, extensive resources, capital and being the first to enter the market in such a mammoth trade “ECONOMICAL EXTRAVAGANZA” is a definite success.