



UK & USA PLAN

November 14, 2017

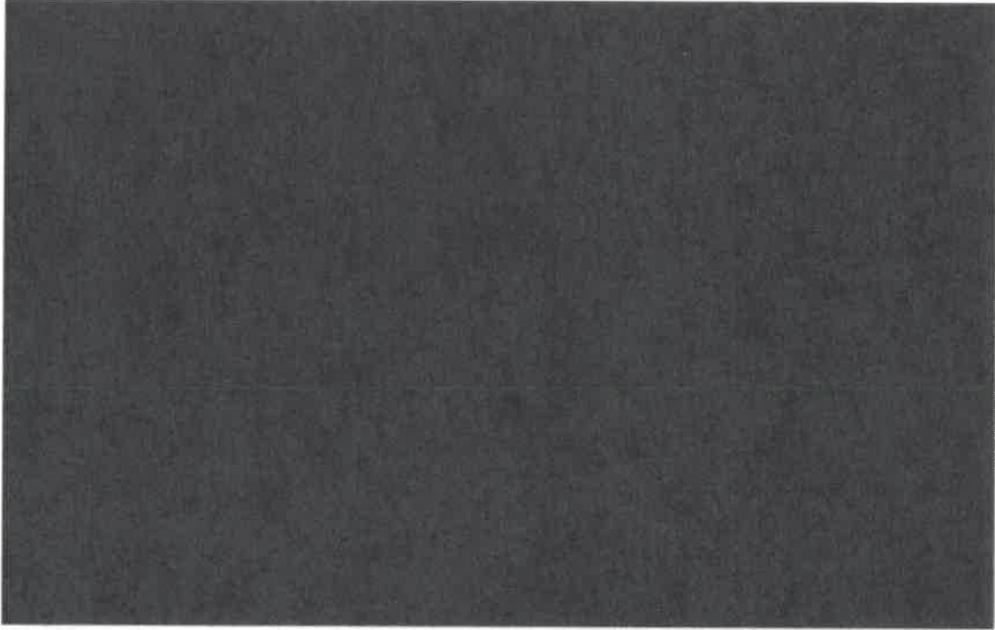
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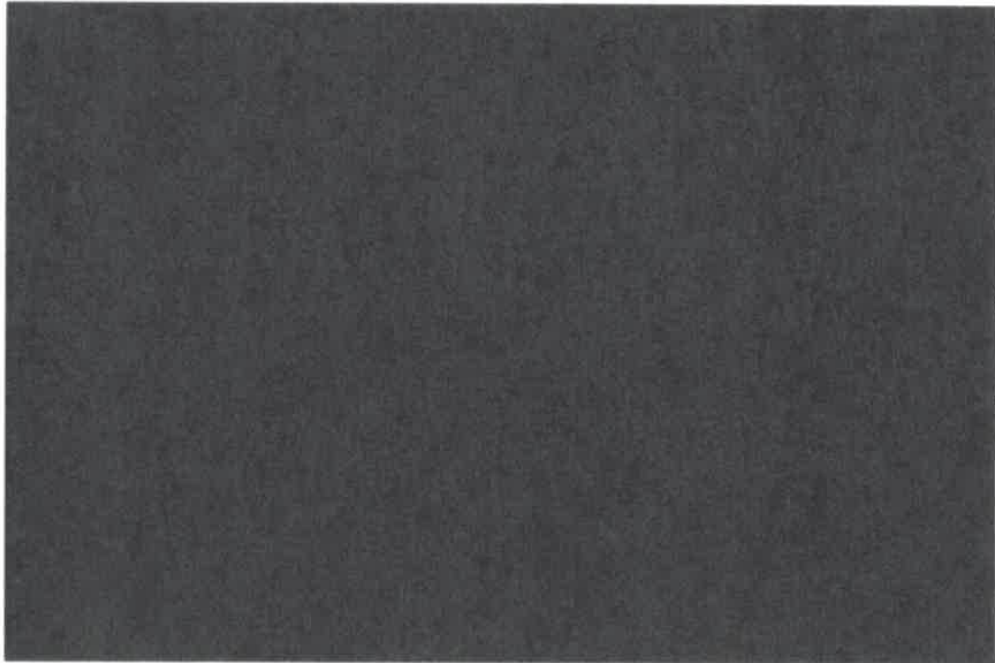
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Market Objective

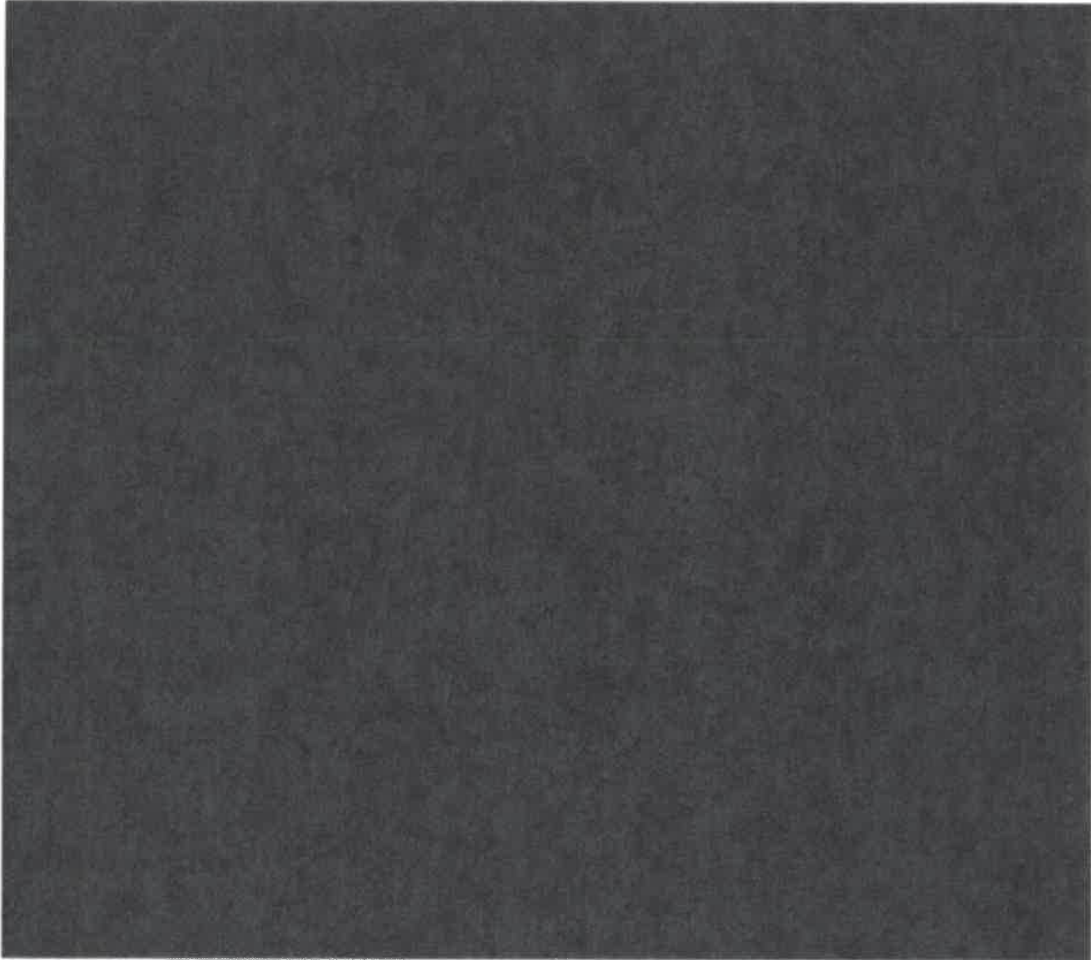


Sales Strategy



Services

Virgin Cyber Services strategy will offer the following services:

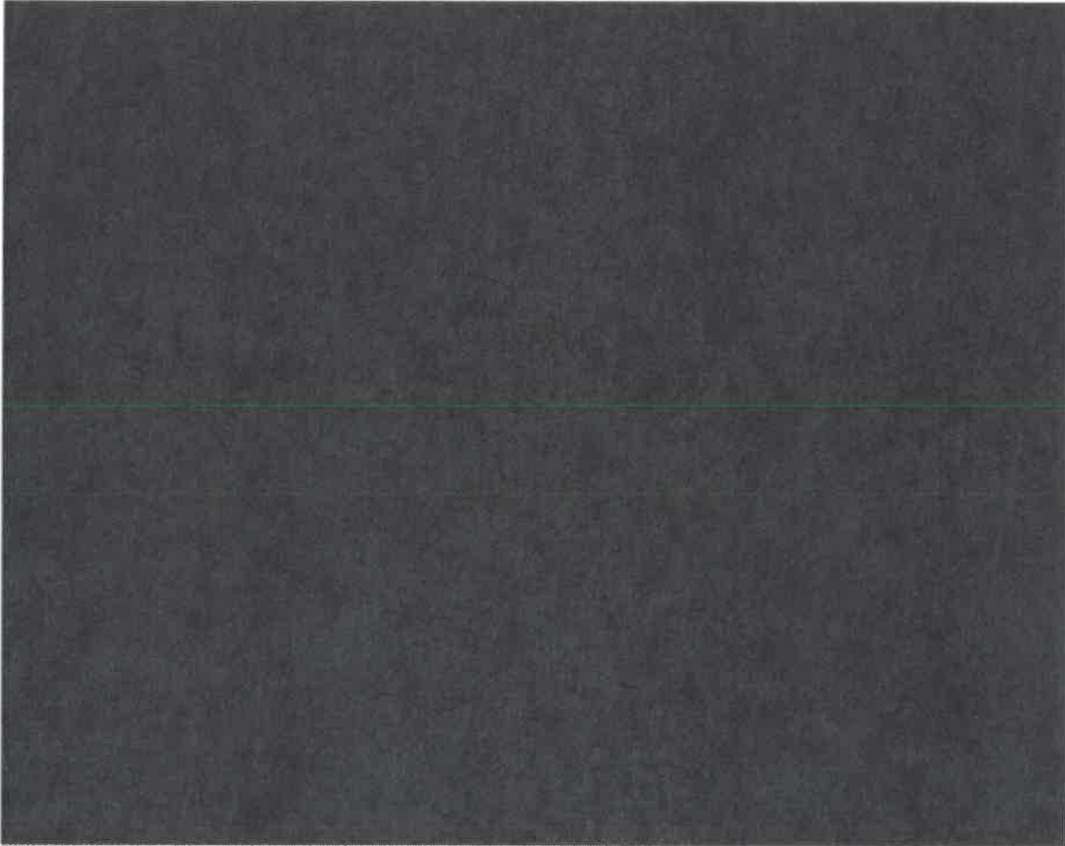


Pricing



perform a strategy session to determine appropriate pricing for the US and UK. Our initial thoughts for the US pricing are as follows:





Marketing Strategy



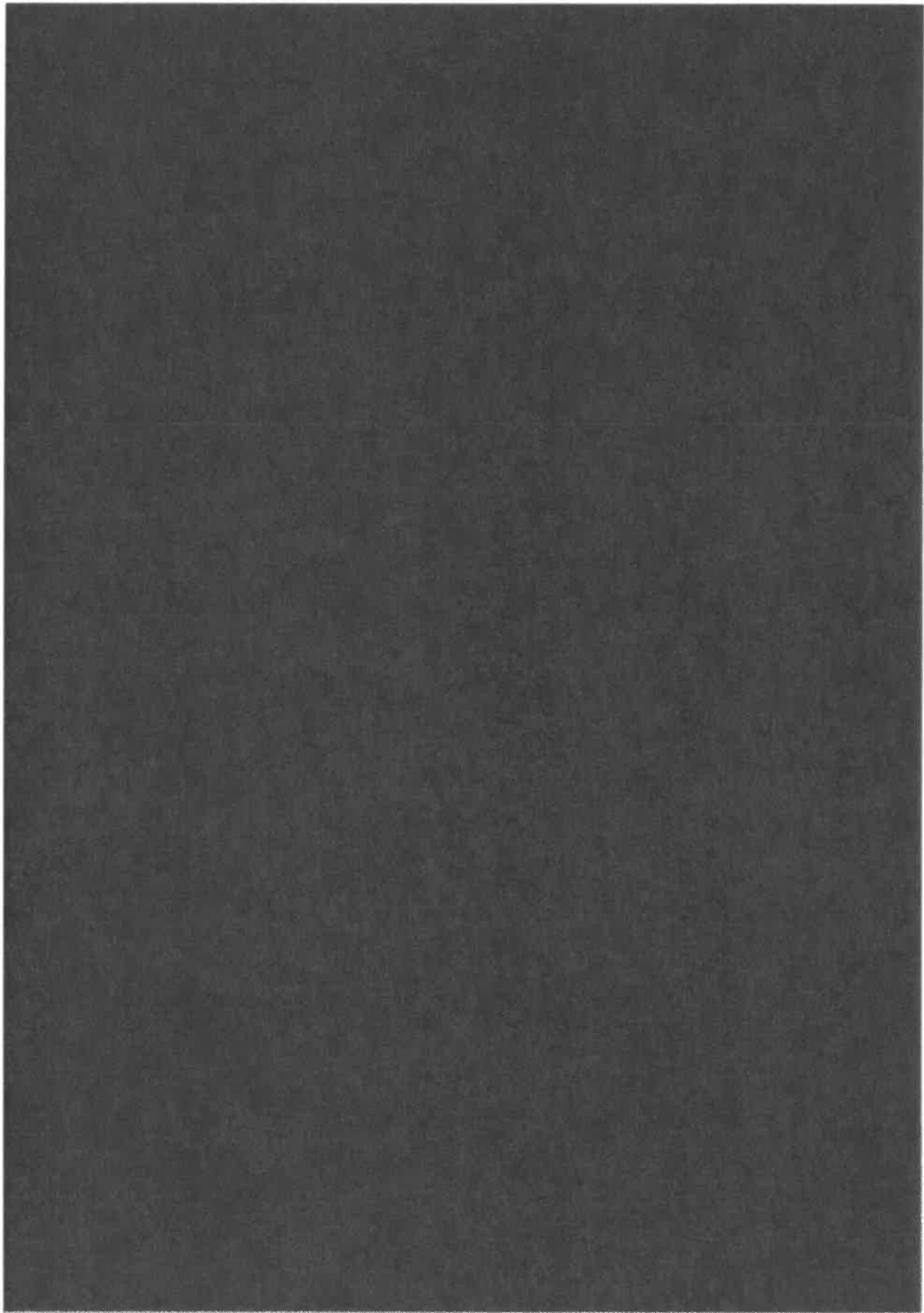
- Leverage Virgin brand power



to ensure that the Virgin brand is represented

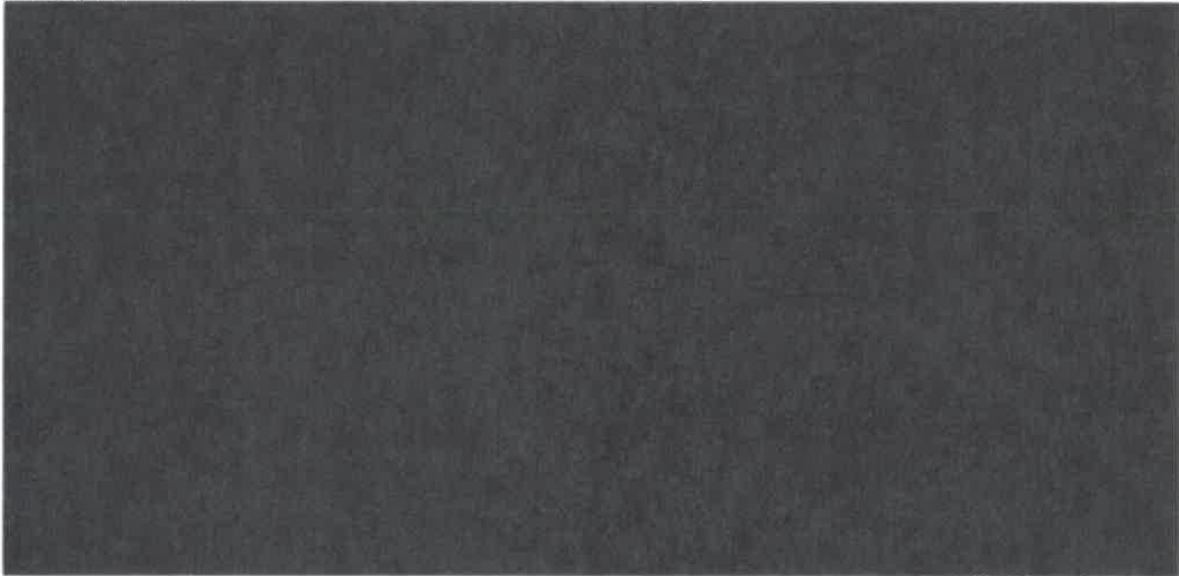
at both the
US and Ireland facilities. US orders will be assembled, tested, and shipped from the [redacted]
California facility, and marked as manufactured in the USA. All UK orders will be assembled,
tested, and shipped from the Shannon, Ireland facility, and marked as manufactured in Ireland.

Overview

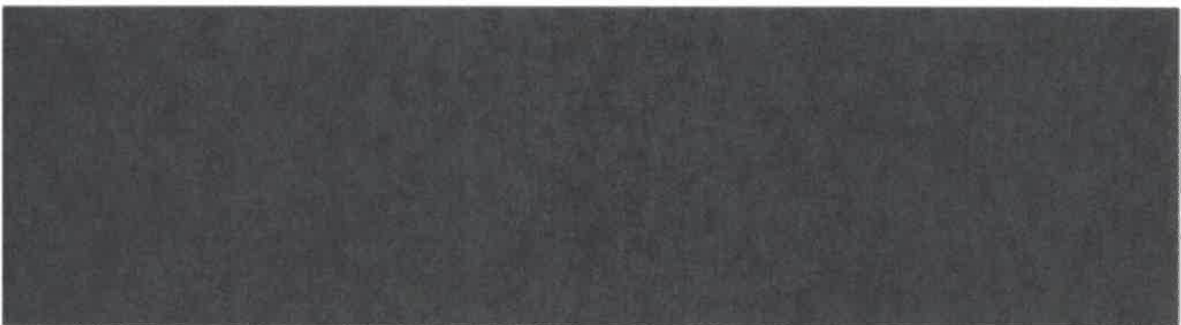




Operational



Staffing



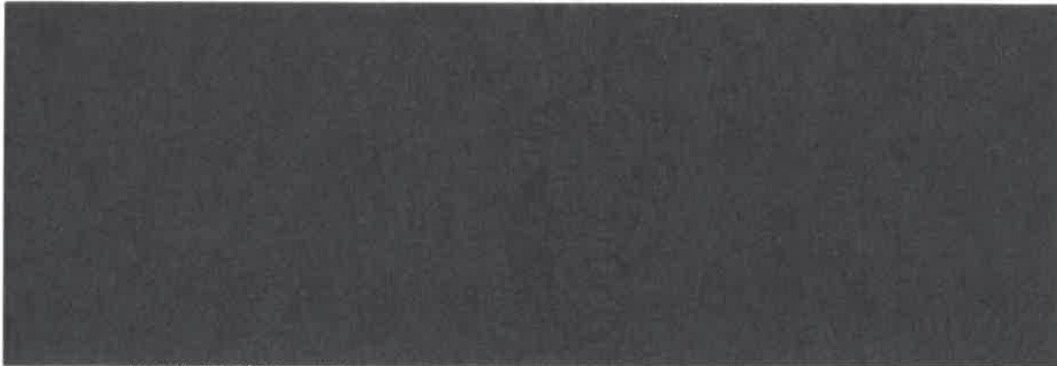
United States: 

United Kingdom: 

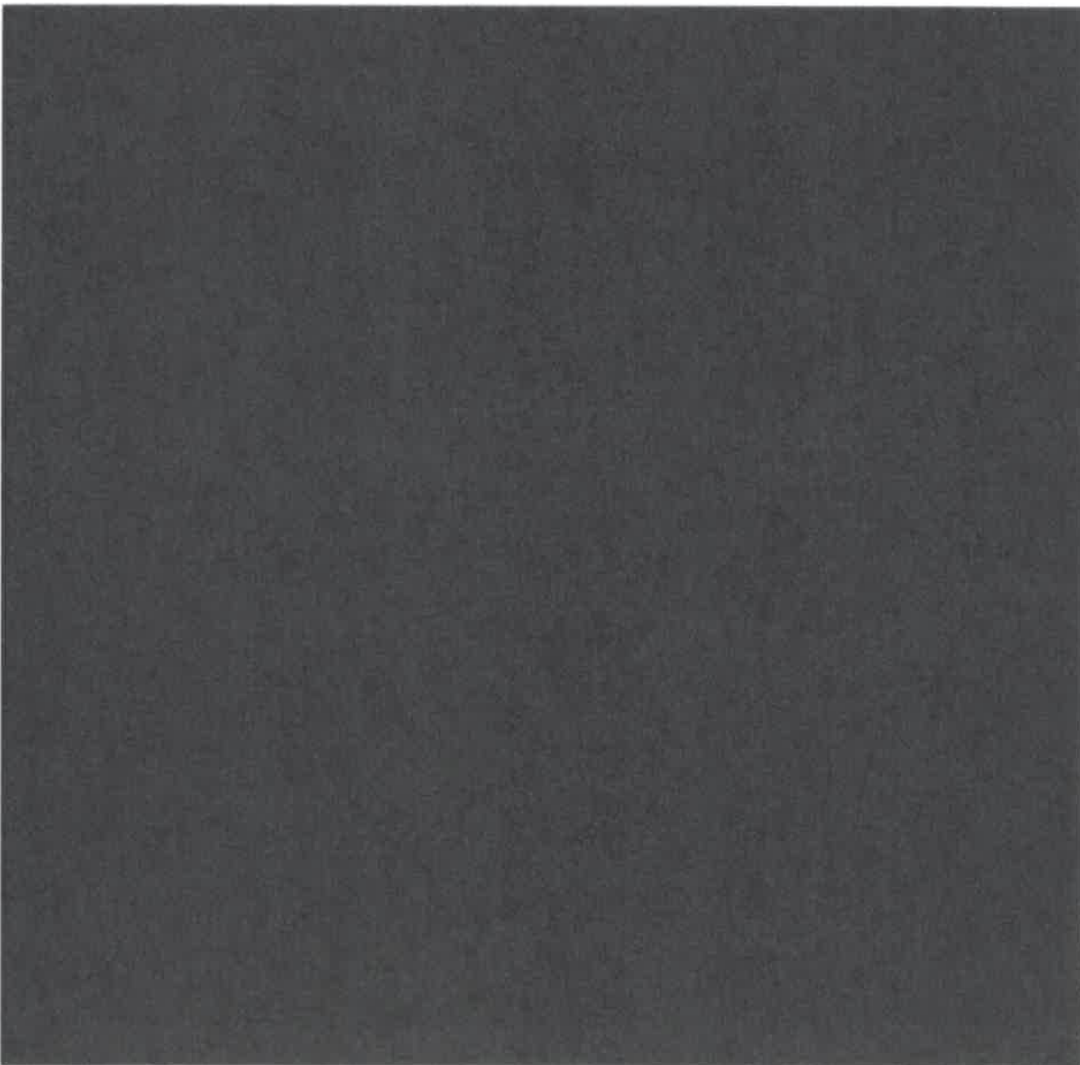

between the USA and UK time zones, 

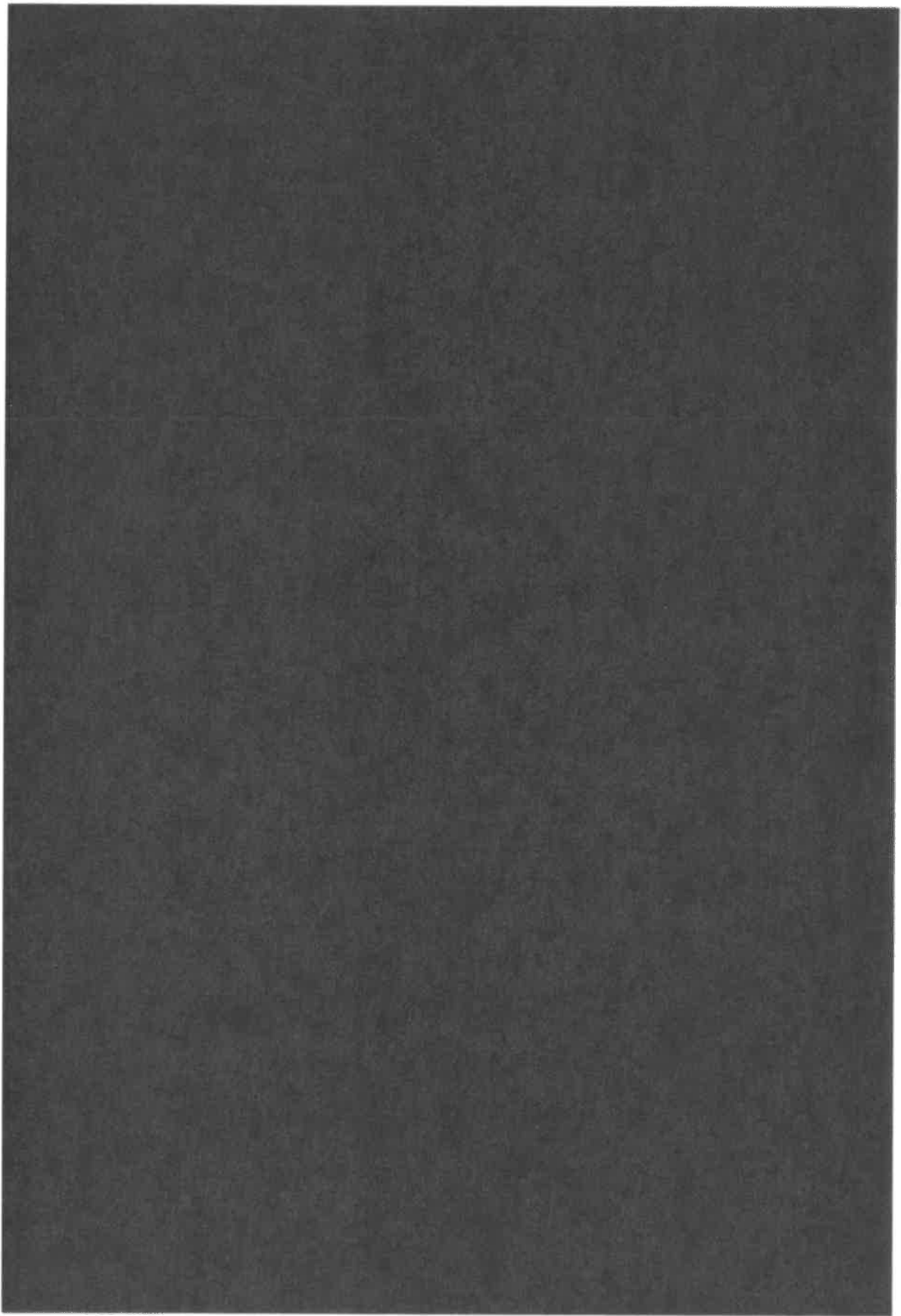
Please see appendix B for organization chart, and appendix C for staffing breakdown.

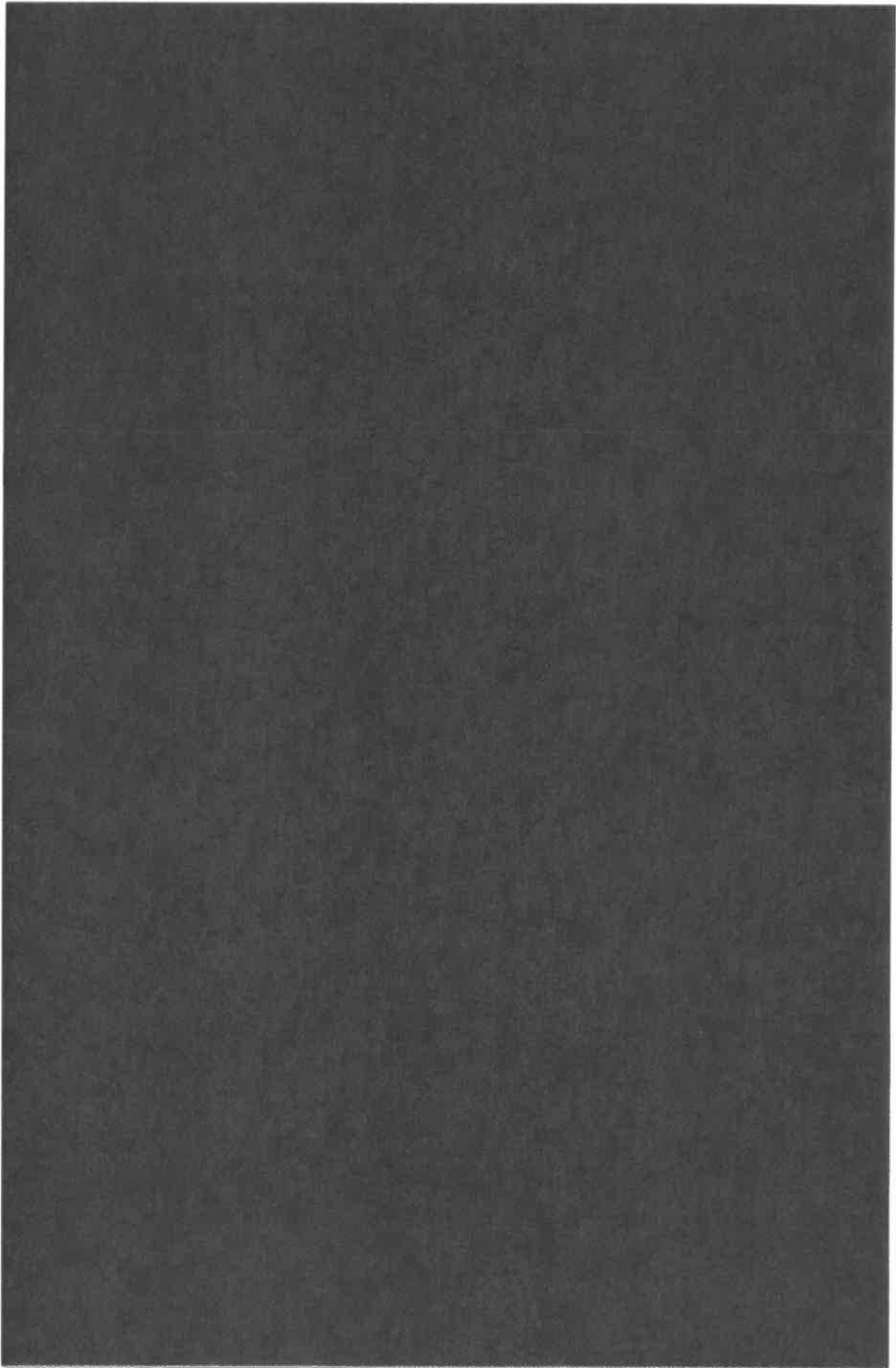
Office Space



Timeline









Appendix B: Organization Chart

Appendix C: Staffing Plan