

# “One Giant Step for your Company”

BY DIONISIO ORTIZ II



“The biggest step is taking the first step. This first step must be accompanied with a plan; they go hand-in-hand.”

As President & Owner of Corporate Development Solutions, Inc., based in Puerto Rico, in the heart of the Caribbean, my goal was to create a professional enterprise that would compete with stateside

companies that were being contracted by local companies because of the lack of local presence and expertise on the island. CDS provides IT Consulting and Integration services, Structured Digital Cabling installation and certification, fiber-optic installation, Wireless Topology Networks in a MESH environment as well as Electrical Infrastructure Installation services. CDS' diversified divisions include 1) Technical, 2) Design & Development, and 3) Consulting Divisions. Our newest division of wireless intelligent home solutions sets us apart from the competition and further allows us to provide diversified solutions within a gamut of development projects.

As most entrepreneurs, my long-term plan is to provide excellent services and to be financially successful. But what I've found is that most of us do not take the time to plan. Let's begin with creating the basis for a successful business;

1. Create a Business Plan. This plan should include basic information related to your business and its objectives such as:
  - Competition
  - Prospective Customers
  - Customer Needs
  - Target Market
  - Organizations
  - Growth & Marketing Strategy
  - Public Relations & Advertising
  - Staff Responsibilities
  - Design & Development/Operations Strategy
  - Capital Requirements
  - Conclusion
2. Create a Short, Mid and Long-Term Strategic Plan that is both realistic and achievable.
3. Execute your plan!

To utilize an example, we can treat our plan as if 'going to war'. Know your territory, know your services, know your strengths and weaknesses, and know your competition. It is essential to execute your plan in a systematic manner as if any other work plan that requires not only identifying tasks and their respective requirements, but also the sequence in which they are to be executed.

At CDS, which was incorporated in October 2001, this planning methodology helped our company grow from a very small company to a large small company in less than five years. Financial growth can be measured in 'percentage of fiscal growth' within any given fiscal year. CDS has grown an average of 300% annually since 2002. We have a proven track record; our methodology works! It can work for you as well.

How can you apply these methodologies to your company and its objectives?

There are many qualities successful business people possess including a Bachelor's and/or Master's degree. There are also other qualities that are acquired through experience and interactions with our peers be it in the workplace or externally. All of these tools will assist us with our goals but do not necessarily insure success. There are qualities that must be fine-tuned such as logic, time-management, reason and tactical skills that can either be learned or inherently obtained. These are the intangible, but necessary qualities that separate the true successful entrepreneur from the 'wanna-be's'.

I've learned that the ability to manage people and time will allow you to all achieve your goals more rapidly and with noted success. Having studied the martial arts for over 37 years, I can attest that a certain amount of discipline must be added to this equation. I was once told by my Sensei (Instructor), "We have two ears and one mouth, we should listen twice as much as we speak". This advice has been part of our philosophy from day-one. Know your clients needs and business objectives before selling your services or products. It will assist you during the qualifying phase of your sales cycle and ensure that your proposed solution meets the needs of your client.

In conclusion, some of CDS, Inc. most notable projects include;

- Disaster Recovery of Telecom Infrastructure in New Orleans after hurricane Katrina
- Disaster Recovery of Telecom Infrastructure in Florida after hurricane Wilma
- Installation of IT Network for the Department of Homeland Security in Puerto Rico, St. Thomas and St. Croix airports.
- Installation of Security Systems at the Walgreens Pharmacy Stores in Florida and Puerto Rico.
- Installation of Electrical and IT infrastructure for the new Terminal A Baggage Handling System for the Transportation and Security Administration (TSA) in Puerto Rico
- Installation of a completely new digital network to support all of American Airlines' telecom and information systems in Puerto Rico, St. Thomas, St. Croix, Grenada and St. Vincent's (Caribbean Islands).