

LUCKY CELL WORLD

KHAN CELLULAR

AMJ CELLULA

UNIQUE CELLULAR

SSH CELLULAR

BED AND FURNITURE SHOP

COMPANY PROFILE

85 Hight Street
GEORGE
6530

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EXECUTIVE SUMMARY

Cellular telephones have revolutionized the communications arena, redefining how we perceive voice communications. Traditionally, cellular phones remained out of the hands of most consumers due to their high cost. As a result, cell phone carriers have invested time and resources into finding ways to give the systems higher capacity and thus lower cost. Cell systems are benefiting from this research and starting to develop into large-scale consumer products. Today, cellular phones are truly consumer electronics devices with over 59 million subscribers.

OUR COMMITMENT



We distinguish ourselves from the competitors by delivering reliable and quality products, prompt and accurate service to our customers in the most professional, efficient and reliable manner. We give our customers the assurance that we will be there when they need us.

VISION



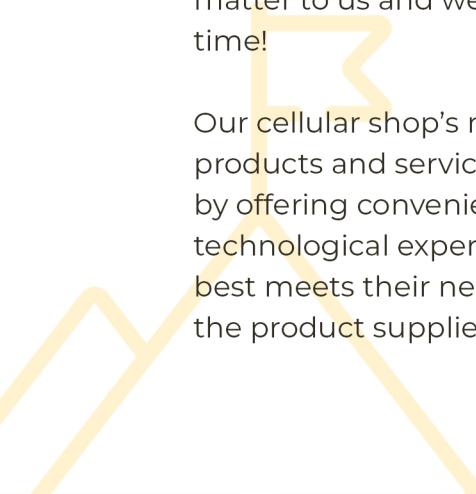
Our vision is to be a leading player in the cellular phones/tablets accessories and repairs. We extend our services into affordable furniture. We aim to be a world-class service provider powered by innovation, preparedness, and best business practice.



MISSION

Our customers are our key stakeholders. As the top service provider in the Southern Cape, we are invested in dynamic and high-quality service delivery and our products are affordable and we have keen interest in staff development. Our customers matter to us and we are careful on how we treat them, and we deliver on time. Every time!

Our cellular shop's mission is to offer our customers the highest quality cell phone products and services. The owner focuses on personalized service to his customers by offering convenience and rapid service. Additionally, our Cellular shops have the technological expertise to assist customers in picking the product and service that best meets their needs. Finally, our staff will have strong vendor relationships with the product suppliers and will be able to meet customers' demand for the newest

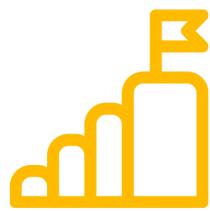


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We believe it is important to remain an active member of the community, and to impact people's lives in more ways than deriving a profit from them. We propose to host community events that bring out the best in people.

KEYS TO **SUCCESS**

Our company keys to success will include:



- Provide excellent customer service
- Grow and maintain a referral network of customers
- Focus expertise in GSM cellular phones and GSM cellular phone programs
- Respond rapidly to customer problems with product or plan



OBJECTIVES



Our companies focus on the following target markets that provides us with the greatest market penetration: the specialty business users, the general business users, and the personal users. We offer products and service packages that are priced appropriately for each segment and will offer the services that best suit each segment's needs.

BUSINESS OBJECTIVES

- Company growth
- Become established as the leading distributor of cellular phones and wireless communications services
- Increase number of retail outlets

FINANCIAL OBJECTIVES

Create and increase revenue



MARKETING OBJECTIVES

- Increase marketing efforts
- Expand market area
- Expand marketing reach
- Brand recognition
- Increase telemarketing efforts



PRODUCTS AND SERVICES

PRODUCTS AT THE BED AND FURNITURE SHOP



- Beds
- Wardrobes
- Couches
- TV Stands
- Kitchen sets
- Tables

PRODUCTS SOLD AT THE CELLULAR SHOPS: Cell Phone Accessories



- All brands of cellphones
- Antennas,
- Batteries,
- Belt clips,
- Cables and adapters,
- Selfie sticks
- Car holder for phones
- Sports watches
- Tablets
- Cases,
- Chargers,
- Faceplates,
- Modems
- Music boxes and speakers
- Earphones
- Pouches
- Glass protector

SERVICES RENDERED

AT CELLULAR SHOPS:

Repairs – hardware and software for all types of cellphone brands.



MARKET SEGMENTATION

Our Cellular shops focus on five customer groups, bearing in mind that it is quite customary today to have more than one cell phone per family:

- Children in the age group of 10-17 years old
- Students
- General public
- Professionals
- Service organizations and companies that need to be in constant communication with their employees.

COMPETITION AND BUYING PATTERNS

Brand names are of little, if any, importance. The key to the buying decision on the part of the consumer is the salesman and the cell phone being in front of them. There are other sellers with similar brand names as those supplied by our Cellular shops which may even be less expensive. It is essential that the salesman point out the salient features and selling points favouring our products. Most importantly, our products must be available in the retail outlet, since whatever products our store carries are the ones that are going to be sold.

The need to attract, acquire, leverage, and retain customers remains a primary concern to business. Revenue growth through customer acquisition and retention is as important a requirement in e-commerce as it is in other business. Customers, especially in the Western business culture, count speed of service as a key reason why they do business with a company.

They resent delays and hate waiting for service. In South Africa, almost 80% of the gross domestic product (GDP) is generated through different kinds of services, and speed of service no longer distinguishes an enterprise as providing superior value. Customers generally are not thrilled if they receive good service, but they are highly dissatisfied if they do not. Our Cellular shops provides the necessary framework to cope with these demands by cutting the waiting time for a service. Customers also want consistent, reliable, and easy-to-use service. As the speed of service increases, customer expectations grow, making friendly, easy, and solution-oriented customer service an important business trend.

Reflective shoppers get some support from e-commerce as well. They like to investigate products precisely and consciously. However, when browsing costs, a lot because of on-line charges, they do less of it. Consequently, they do not get a holistic view of the available options, and their expectations often are not met. Reference-spending customers do not let themselves be hurried or forced. They use alternative offline sources to get information. They refuse aggressive marketing, which is accepted in Western e-commerce.

TARGET MARKET SEGMENT STRATEGY

The market for cellular phones and their accessories is very fragmented, crowded and competitive. Among these, there are only a few large local firms that serve the entire city of George and Oudtshoorn and their surroundings. The remainder are small firms that sell from kiosks in the surrounding malls. Our Cellular shops current niche in its location, variety of products and expertise in serving the public will assure the projected sales.

We expect to take full advantage of the trends described in the Market Analysis above and try to penetrate the market with new innovations and gadgets, mainly with the younger generation, using advertisements and demonstrations. We shall also try to lure independent small sellers to join our effort.

WHAT MAKES US UNIQUE?

- Our specialised and passionate staff
- We keep our company up to date with the latest cellphone accessories and finishing products.
- All our clients are equally important
- Our quality
- Our pricing
- Our location



STRATEGIES

- We care about our customers

We focus on our customers' needs and supply a wide range of quality cellular phones/tablets accessories and affordable home furniture.



- We care about our staff

We train our staff and enable them to grow with us. This boosts morale and results in a low staff turnover of less than 1% per year. It also develops the workforce as an asset to our stockholders.



- We care about quality

We are committed to high quality products at an affordable price and our repair services are second to none



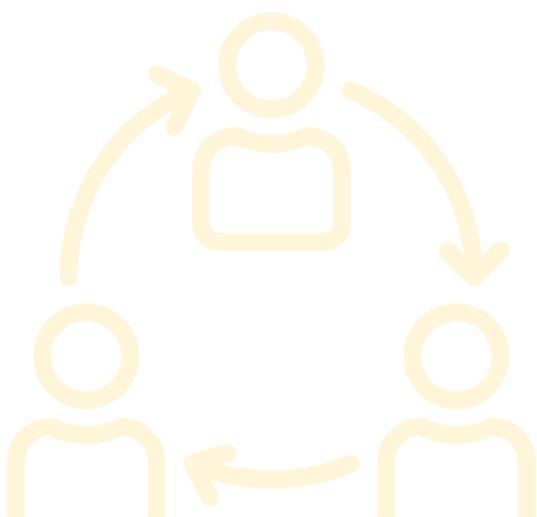
- We care about the future

We build strategic relationships with suppliers to ensure long term sustainability and global competitiveness.



WORKFORCE

We currently employ exactly 12 employees where 1 is a manager, 9 sales people, and 2 cleaners.



CUSTOMER RELATIONS MANAGEMENT

Your staff are the first people your customers meet ...

... and how they behave determines whether your business succeeds or fails.

The product or service a customer wants can be available from your business at the right price, but if your staffs are rude, unhelpful or vague, customers may still walk away without buying and never come back. Worse still, research shows they will tell at least seven other people not to bother dealing with your company either.

STRATEGY AND IMPLEMENTATION SUMMARY

Our Cellular shops will use a strategy of total market service. Assumptions:

- Every person is a potential customer and all our potential markets will experience growth.
- Marketing to one segment of the population will lead to an expansion in overall market growth.

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