

PhoneTrade.cc

An Interview with Mr. Nirmal Kotecha, Director of Phone Trade

- Kindly provide us with a brief background of PhoneTrade.cc and its scope of services.

PhoneTrade.cc aims to provide a safe, secure and a reliable platform for mobile phone traders, suppliers and retailers to conduct their businesses around the world. It is an e-platform that connects genuine buyers and sellers across the world to bring them together so they can do business. PhoneTrade.cc provides tools for the traders to post their business needs in an easy to use interface and provides quality support to help traders execute that need.

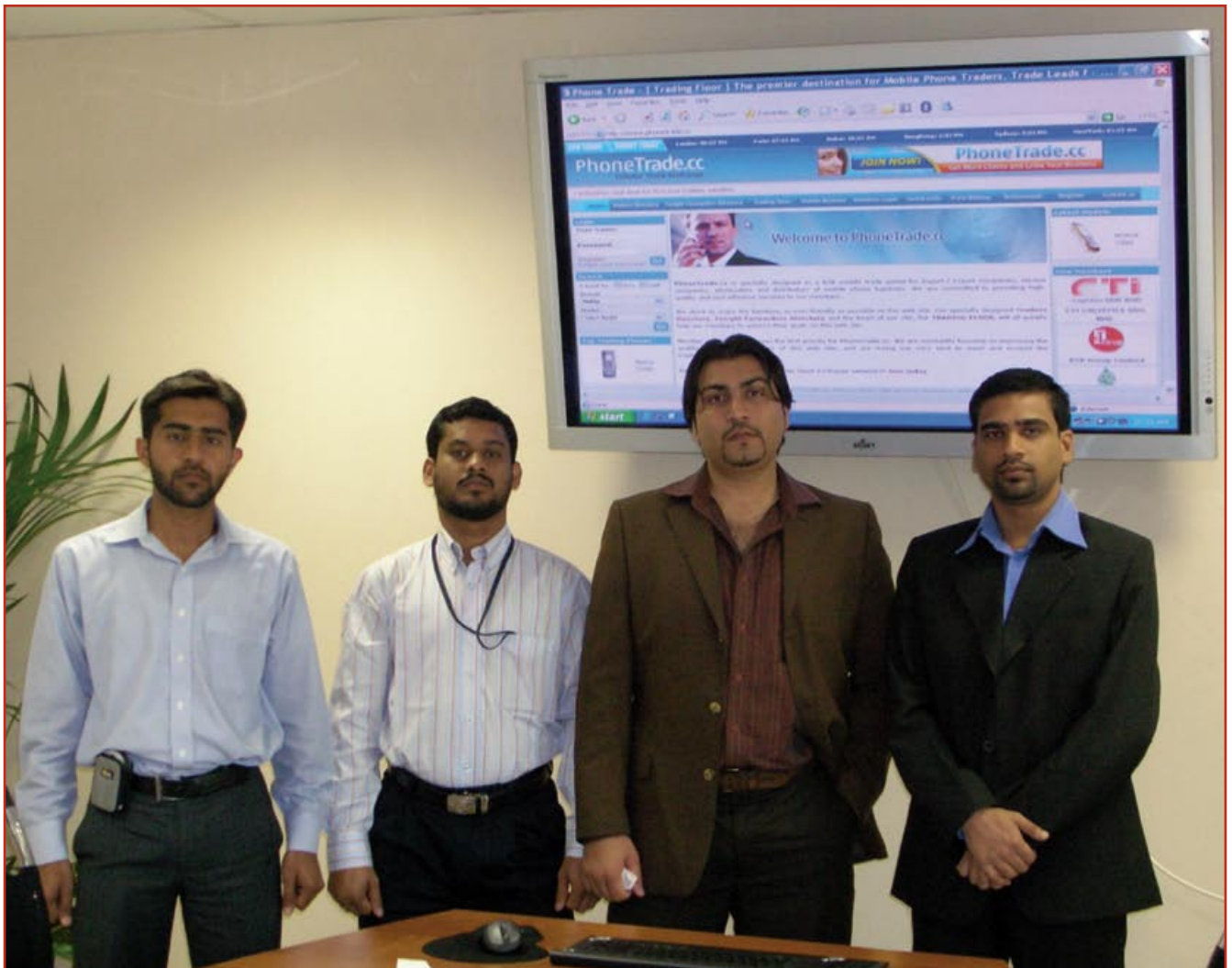
- Can you tell us what inspired the implementation of this online business portal for mobile phone business? What is PhoneTrade.cc's history?

Phonetrade is almost 8 months old now, but in its short history we have observed huge developments. The idea was conceived when trading partners in the mobile industry perceived a need

for a certain kind of platform that was affordable and provided quality back end services. Additionally, it should facilitate a trader to get what he really wants - genuine traders to do business with. Over the months the portal has evolved to the needs of its users and future plans have been laid out to incorporate the latest in technology to bridge the digital gap. The future looks very bright at PhoneTrade.cc and being a part of it can only get you great rewards.

- How does PhoneTrade.cc meet a trader's requirements?

PhoneTrade.cc was set up with the trader's requirements in mind. There was a need identified for a portal where traders could sign up their company on the worldwide web and interact and establish dealings with genuine traders. The world is shrinking and the markets are no longer confined to certain regions. The world is for the taking and PhoneTrade.cc provides unparalleled support to the traders for them to converge and create new



businesses in new regions.

- Could you comprise statistics and facts about the growth of PhoneTrade.cc in terms of users, transactions, etc?

The numbers are growing on a monthly basis and are closing in on a thousand users. In terms of transactions, we have feedback from a lot of our members who thank us for the volumes of transaction done. I'm afraid specifics can't be divulged at this point in time.

- What is unique about PhoneTrade.cc compared to other competitors?

PhoneTrade.cc has the advantage of unparalleled online and telephonic support for its trade members. Genuine traders on the portal mean that businesses don't have to go far and wide for new business opportunities. PhoneTrade.cc was created by a technology company with mobile traders business in mind and future versions of the portal will evince how we will integrate technology to better help businesses transact. In the near future, traders will see new tools to streamline their business processes.

- Is PhoneTrade.cc merely a website or there are other services offered along with it?

As detailed above, PhoneTrade.cc is a portal that brings together traders and provides them with a platform and tools to do business. To keep track with the latest of what PhoneTrade.cc has to offer, please visit www.phonetrade.cc.

- Tell us about Phone Trade Team and whether the services are only offered in Mobile Phone business or other businesses as well?

When you are providing a business community with business tools, then



We want to provide our members the best and that is what they should always expect and not settle for any less, as our competitors are beginning to see!

the responsibility arises to provide the best services. In order to do so, we have a telemarketing team, an online support team and a business analysis team to analyse better products to add to PhoneTrade.cc. Moreover, there is a technology team that constantly upgrades the portal to better serve the trading community. PhoneTrade.cc provides only trading for the mobile phone trading community. However CPUTrade.cc provides trading for the computer trading industry.

- How does one become a member and

what are the benefits for member compared to non-members?

In order to become a member, all you need to do is go to the website www.phonetrade.cc and sign up and one of our support staff will get back to you. The advantages are numerous as being a member will provides you with access to many tools in order to trade better and connect with other traders.

- How do traders benefit from advertising in your websites and what do they need to do in order to advertise?

Advertising is an important aspect of the website. With the kind of unique website hits and phone enquiries we get, it only makes sense to advertise on such a popular portal. Advertising will give a better value proposition to your product. In order to advertise, please visit www.phonetrade.cc and fill out our form and our staff will be glad to provide assistance on advertising. We have flexible package schemes and interesting free tools for people to advertise.

- What has been your toughest challenge to date and how do you picture the future of Phone Trade?

I wouldn't say there has been a toughest challenge as we are only happy to meet new challenges. Change is constant and we have adapted very well to accommodate changes. The mobile phone market is a very fluid marketplace and traders need to be certain that they have the very best e-platform catering to their needs. We understand this only too well and will always strive to achieve perfection. We want to provide our members the best and that is what they should always expect and not settle for any less, as our competitors are beginning to see!

