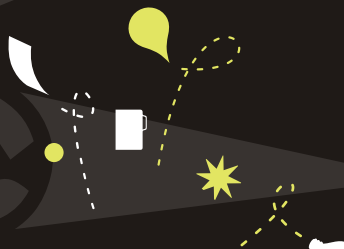




KAZANG
Vendor Booklet





INTRO

Introducing Kazang

Give your business an extreme make-over: whether you are an existing vendor of voice calls and text messages, or a complete newcomer to vending. **Kazang** is a quick and convenient access point to prepaid services - set to revolutionise the world of vending as we know it.

Kazang is an exciting business opportunity in which the delivery of the services becomes a sustainable and independent business. Through a process of down-stream clipping, the **Kazang** vendor receives the lion's share of the commission, enabling the on-selling of content and data at a price affordable to customers, while the vendor enjoys a considerable profit.

So how exactly does it all work?

The typical **Kazang** business has four very important role players. They are:

- The **Kazang Super Dealer**
- The **Kazang-enabled devices**
- The **Kazang vendor aka you**
- The **Kazang consumer**

Here's how it all works...



HOW TO GET STARTED



1. The Kazang Super Dealer

The **Kazang** Super Dealer is your new best friend. He's the middle man between you and Psitek (the company behind **Kazang**) and will look after you and your business. The Super Dealer will set you up with the right device and a marketing pack (filled with advertising stuff for you to put in your shop). You can then get started by depositing money into Psitek's account - using the banking details and the reference number he'll give you. (Once you've joined the **Kazang** family, you'll also be able to find the banking details on your **Kazang-enabled** device. Any time you need any help or support, the Super Dealer is the guy to go to).

2. The Kazang-enabled devices

You need a **Kazang-enabled** device to sell **Kazang** services. You can choose between a dedicated vending device (which is strictly for vending only) and a **Kazang-enabled** supervised payphone (which will enable you to sell **Kazang** services, as well as telephone calls and text message services).

Once you've connected a printer to your device (as supplied by your Super Dealer), the device is 100% ready for **Kazang**. Your printer comes with one roll of paper, but be sure to stock up on more. At the rate you'll be selling vouchers, you'll have to replace the paper from time to time. But hey, more vouchers mean more profit – for you.

3. The Kazang vendor

This is the part where you come in. As a **Kazang** vendor, all you need to do is get in touch with a **Kazang** Super Dealer who will hook you up with a **Kazang-enabled** device. There are very affordable deals available on these devices so speak to your Super Dealer today!

Choose between these devices to deliver **Kazang** services:



ADONDO 230



RICA



ADONDO 220



JEMBI 220

Vending-dedicated Devices:

Psitek Payphones:

Size Matters: You can buy printer rolls of thermal paper from your Super Dealer or your local stationery shop. Look for a **57mm x 48mm x 13mm** (core) roll or a **57mm x 30mm x 13mm** (core) roll.

The **Kazang** Super Dealer will also give you lots of great marketing material which you can use to advertise your **Kazang** services.

But first, you'll need to deposit money into Psitek's bank account, using the account details and device reference number which the Super Dealer will give you. (Don't forget, these details can also be found on the device, under the Banking Details menu.) As soon as you've deposited the money and it is reflected in your device wallet, you're set to offer your customers **Kazang** services... Ready? Get set... Go!

And now for the really important bit – how **you** make money. It's quite simple, really. Say for example you deposit **R600** into Psitek's bank account... Because you can buy vouchers at a special vendor rate, you now have access to vouchers worth **R650**. Your customers buy **R650** worth of vouchers, even though you only paid **R600** for them. This means you have made a profit of **R50**! Not bad, hey? Every time you sell a voucher, you get back the money you spent *and* make a profit. Now *that's* good business sense!

4. The **Kazang** consumer

There's not much to say about these guys except that once they see the *sharp* shop signage (and all the other stuff from your marketing pack) they'll be queuing up outside to use your **Kazang** services: ka-CHING!



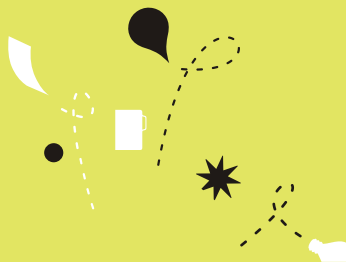
How Kazang works for you

1. So I have a vending device and a printer. Now what?

First things first, your **Kazang** quick-start guide has a lot of important information and amongst other things, will show you how to connect the printer to your **Kazang** device. You'll also need to deposit money into the Psitek's account, using the banking details and device reference number which your **Kazang** Super Dealer will give you. (You'll need to use these details, each time you want to make a deposit.) After you've made the deposit, check the device wallet to make sure the money is reflected. Once that's done, you're ready to roll.

2. Scratch cards seem alright. What makes Kazang better?

Scratch cards add risk to your business. If they are lost or stolen, they're gone forever - you cannot reclaim what you paid for them. Whereas with **Kazang's** electronic vending solution, the deposit you paid is kept safe and sound, no matter what. Whenever you need a voucher, just send a request and it'll be delivered to your device - immediately. »





Even if your **Kazang** device goes missing, your deposit is still safe. Your private PIN guarantees that only you can use your device to vend. If reported stolen or lost, the device's account will be closed by your Super Dealer - faster than you can say "**Kazang**"!

And of course, **Kazang** means you never run out of stock (unlike scratch cards)! You have 24 hour access to a virtual warehouse of vouchers - all ready to be sold to your customers.

3. Everyone sells scratch cards. What will make me stand out from the crowd?

When you become a **Kazang** vendor, your Super Dealer will give you a **Kazang** marketing pack that holds everything you need to get started. This includes cool **Kazang** shop signage and posters which will show everyone that you are now a **Kazang** vendor. Then it's just a matter of time 'til the customers start rushing in...

4. Okay, so Kazang equals airtime. Is that all?

Hell no. Airtime voucher vending is only the tip of the **Kazang** iceberg - there's so much more to come, and next up is prepaid electricity vending. Psitek likes to keep an ear to the ground - listening to what people want. We use what we learn to create a host of impressive service offerings that make you - the vendor - a one-stop-shop for the selling of a variety of services. As soon as these services become available, your **Kazang** device will be automatically updated. The sky's the limit - so watch this space!



TIPS & TRICKS

How to be a great Kazang vendor

1. Being a **Kazang** vendor means you have a world of opportunities at your fingertips. You can look forward to a successful business and lots of profit. Yet with this comes responsibility - always treat your customers with respect and offer them fast and friendly service. Do what you can to keep them happy. Remember, you need your customers as much as they need you.
2. Advertise to your customers that you are now a **Kazang** vendor. The **Kazang** Super Dealer has lots of cool goodies that can help you sell more vouchers. Shop signage, posters, T-shirts and caps will make you and your shop stand out from the crowd.
3. Know your stuff. Selling **Kazang** services is easy, but the better you understand how the business works and how to use your device, the faster you'll be. **Kazang** comes with easy-to-use guides but if you'd like to learn more, speak to your Super Dealer. Training is free.
4. When new **Kazang** services become available, make sure you understand how they work before adding them to your list of service offerings. If your customers have any questions, you'll need to know how to answer them.
5. Without your **Kazang** device, you cannot do business and make money. So look after your **Kazang** device and treat it with respect.



For more information visit: www.kazang.co.za

Your Super Dealer's contact details:



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