

MEMORABLE NUMBERS PROPOSITION SUMMARY

- Unique service
- Potential to increase margin on every sale
 - No stocking cost
 - No risk
 - Good margin

OVERVIEW

Very few mobile phone shops can offer a good selection of Gold Numbers! Yes a modest free selection might be available from time to time, but as the quantity of numbers consumed in store is rarely sufficient for a good selection. With little or no high street competition selling these unique products, this gives you an edge a USP (unique selling point), and an avenue for EXTRA PROFIT MARGINS!

Gold numbers sell from just a few pounds to over one million. They are often regarded as an investment and can be resold in the future. Certainly they are a great asset for marketing purposes. Otherwise a number can be the ultimate statement in mobile phone prestige. For example, the Chinese love the number 8, because they consider it lucky. An airline paid £270,000 for eight eights (8888 8888). Recently at an auction in Qatar, a number ending in seven sixes (666 6666) was sold for approx. £1.5m!

Of course there are many cars with have a private or personalised number plates, however these generally don't make for a memorable marketing asset - that can attract business or make money! In the future more and more people will want a memorable number, and the market potential is massive.

When you sell a mobile phone the customer is usually relatively excited about their new purchase. At this time the purchaser will be more open to discuss a memorable number to go with their new phone. Here is your opportunity to sell a value add service and generate extra income. All memorable numbers can be ported to their new or existing contract as required.

MARKETING

We will provide you with point of sale as required. A simple poster can make visitors and staff aware of the opportunity, especially by targeting or incentivising your sales people. All our numbers are available to view and purchase on line in your branch (via our extranet which requires a log in password for the discount at checkout). You have no stock to carry in store. The online system will organise the sales process and we will send the SIM card to the client. Therefore all income is gross profit. With no upfront costs, and o stock held in store, this creates an opportunity to offer memorable numbers with no risk, and offer a product not usually available on the high street.

INCOME PER SALE

A customer can make their selection using our online extranet, On checkout you will enter a discount code giving you a margin of 30% of the price paid, typically giving a margin of between £ 6 and even £ 600 profit on a high value number. We expect your average margin to be over £30 per as an immediate no risk profit. One sale a day could increase your sales margin by £10,000 per year per branch.

PURCHASE PROCESS

The web site controls the sales process and sending of the SIM (usually direct to the end user). You can use the web pages showing the RRP's to the customer. It is only at the point of checkout, when you apply your generic Trade Discount Code, which reduces the amount to remit to us. You can pay by Credit , Debit Card or a PayPal account.

Some general info can be printed from the site and give to the customer. Of course you will produce your own invoice at point of sale which will be his receipt. Our receipt to you will be at the point of sale.

All cards are sent First Class Recorded mail and the tracking number can be supplied. If the value of the goods exceed £ 34, then Special Delivery Next Day, is recommended. There is an additional cost of £ 5 for this service.

STATISTICS - FOOD FOR THOUGHT?

Some examples of numbers ending in -

Triple = 333s occur once in every 100 numbers

Quad = 444s occur once in every 1000 numbers

Five = 5 555s occur once in every 10,000 numbers

Six = 66 666s occur once in every 100,000 numbers

Seven = 777 777s occur once in every 1,000,000 numbers!!

Etc.

That's why seven of a kind could be worth 10,000 times more than a Triple!... it's 10,000 times rarer!

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E & O.E.

Author

S. Mansfield