



digital **indaba**

Call Shop Value Proposition



Opportunity

- Make money from international phone calls using the Internet
- Offer more services to your customers, they can:
 - check e-mails, fax, scan etc.
 - and make cheap international phone calls



How do I make money?

- Your cost rate per minute is set and you set your charge rate per minute to your customers

Destination	Cost	Charge	Profit	Profit %
UK/USA/Germany (fixed)	R 0.35	R 0.90	R 0.55	157%
Cameroon (fixed)	R 1.50	R 2.00	R 0.50	33%
DRC (mobile)	R 2.20	R 2.50	R 0.30	14%
Nigeria (mobile)	R 2.00	R 2.50	R 0.50	25%

Sample rates only



How much money can I make?

	Number of Phone calls	Cost to You	Mark Up %	Cost to Customer	Profit for You
Average volume per day (2 phone lines)	85 / day	R 400.00	45%	R 580.00	R 180.00
Monthly (20 days)	1700 / month	R 8,000.00	45%	R 11,600.00	R 3,600.00

Based on average call shop activity

What do I need to start?

Item	Quantity	Cost	Comments
Broadband Internet connection (ADSL line)		R -	Existing
Billing computer with Internet browser (Internet Explorer)		R -	Existing
New Internet account – prepaid and unshaped (1 month for 2 lines)		R 125.00	per Gb (optional for better quality)
Grey box to connect phones to the Internet	1	R 850.00	
Phones	2	R -	Existing Telkom analogue phones
Total		R 975.00	

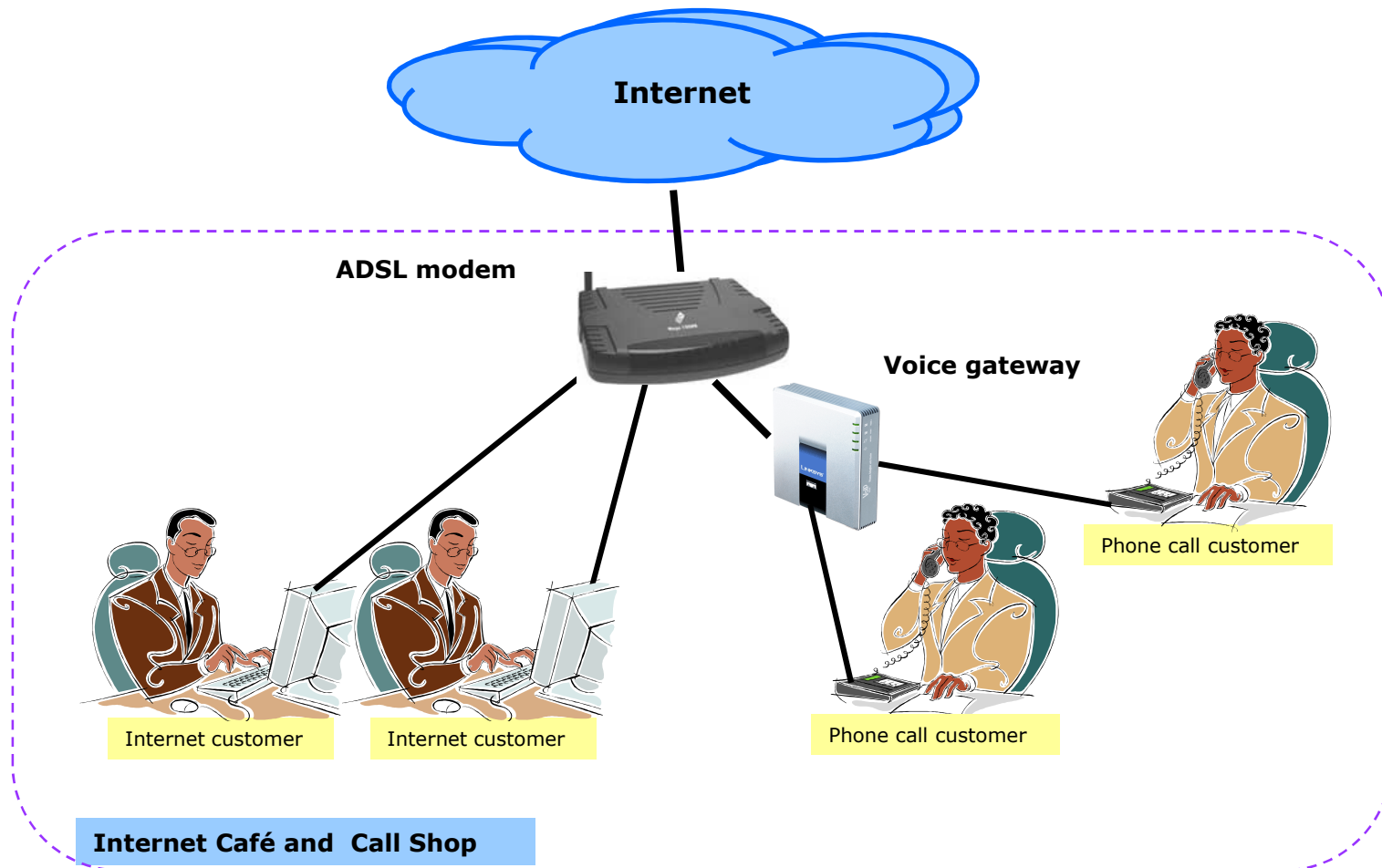


How do my customers benefit?

- Your customers make cheap international phone calls to both fixed and mobile numbers



How does it work?





Call Shop Management

- Owner – Full control
 - <http://account.digitalindaba.com>
 - Check account balance
 - View phone calls made
 - Check cost rates (example: R 1.00/minute to Nigeria fixed)
 - <http://callshop.digitalindaba.com>
 - Set charge rates (example: R 1.50/minute to Nigeria fixed)
 - Check charge rates
 - Manage phone booths
 - Call history
 - Reports on call costs and charges



Call Shop Management

- Operator – Limited control
 - <http://callshop.digitalindaba.com>
 - Check charge rates
 - Manage phone booths
 - View phone calls made
 - Report on call charges only



Contact Details

- Web site <http://www.digitalindaba.com>
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* Once connected to our service