

How To Start Printing GSM Recharge Vouchers Make Huge Profit

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The reader is encouraged to seek competent legal and accounting advice before engaging in any business activity.

INTRODUCTION

Everyone can benefit from the billions in the GSM industry, I know you may exclaim, but

I work or I'm too old or I don't have time, or I don't even have enough money to start. Imagine you go to work from Monday to Saturday but wish you could have additional income source to supplement your small salary or other income. I have great news for you including how you too can share in the billions in GSM industry. GSM is simply market based business that means it's about selling something and that way anyone can be involved.

Let me share with you, some people's life experiences. And you can make them yours too. A woman was employed in a job that pays her just N12, 500 a month and she spends an average of N300 daily (transport) to work and another N100 for lunch. In a month she spends N10, 400 out of her N12, 500 salary yet for personal reasons she does not want to lose her paid job.

But she took up a business she could do part time and in one month she made additional N20, 000 income to supplement her salary, I know you will want to know what she did to make that money without necessarily quitting her job.

Welcome to a great GSM news that will put money into your pocket.

As a civil servant, as a student, military officer, retired senior citizen or even an entrepreneur having additional source of income is very vital if you want to be able to meet all your financial goals I will just show you what you can just start doing now even while you work in various offices or schools.

PRINTING GSM VOUCHERS

Before now, printing and selling of GSM Vouchers has been a business reserved exclusively for the big distributors. But now all that have changed, it's all about who is interested.

Just considering that recharge card consumption in the country is expected to reach over 60 million each month would make any one who may never have been interested in recharge card business to consider making an investment.

And getting to know that you can actually control your own market (no matter how small) by printing vouchers on your own and distributing them to clique of outlets, makes the business even more interesting.

The recharge card market is so lucrative that banks are jostling for market share. According to a survey conducted in 2004, recharge cards are the fastest selling product in the country-only second to pure water; imagine how lucrative investing in the business could be with an insatiable demand for more and more cards.

OPPORTUNITY FOR BIG TIME INVESTOR

Even though we have almost brought down the cost of voucher printing to the lowest entry cost, it holds more profit advantage for a big time investor. Almost all Airtel N500 vouchers are printed by third parties or Airtel distributors. Imagine where a distributor can print and distribute just 5,000 of those fast selling N500 vouchers on a daily basis. Even at a profit say N10 per card that company would be making profit of about N1.5million a month just selling recharge cards.

Then imagine where you sell more, which of course you can. And even if you decide to invest only in recharge card as your core business, making a profit of N18 million is not "bad at all" like the Americans would say, for a company in its first year of operation.

OPPORTUNITY FOR SMALL – SCALE INVESTMENT

And even if you want to start small you can start with as little as N65, 000 you can set up your equipment and you will be on your way to making over N145, 000 profit on a monthly basis.

HOW TO AVOID PITFALLS THAT MAY CAUSE YOU TO LOSE YOUR INVESTMENT

Just like every other business in life, it's not devoid of its challenges that may even

lead to losing your investment.

However, the most challenging aspect of voucher business is not the printing but the marketing. You can print 100,000 vouchers in a day if you have the resources, but how many vouchers are you capable of selling on a daily basis.

This is where marketing plan comes in. you need great ideas to take vouchers right down to those who need them when they need them. That means being everywhere that you may be needed. And only great marketing plans can help you achieve that. You may need to discover new GSM marketing ideas that work.

BUSINESS OUTLOOK

It is important to note that the estimated profit derivable from this business depends on two major factors:

- Marketing Strategies
- Initial investment

If you were already into gsm voucher sale, it may be immediately more lucrative since you may already have an established distribution network. You therefore invest large sums and make huge profits. For example if you make just N5 per voucher and you are able to sell 1,000 pieces via your distribution network; your profit would be N5,000/day, which equates to about N150,000/month!!

For those who are already in the business, you know that selling 1,000 pieces is not a big deal.

Dare to think of how much you would make selling 5,000 – 10,000 per day! You would be raking in “insane” piles of cash: N25,000 – N50,000/day, equating to N750,000 – N1,500,000 per month!!

In summary, your profit is dependent on your market share and initial investment.

WHAT DO I NEED TO START?

The things you need to start with are:

- **OPTION 1**
 1. A Computer (You can buy any computer of your choice)
 2. A Printer (LaserJet or DeskJet printers)

3. Software that generates the pin numbers (this will be installed in your Computer)
4. Bulk pin (this you will be buying to generate your pin numbers)

- **OPTION 2**

Just one Device called orange box. No need for computers or software.

Option 1

WHERE DO I GET THE SOFTWARE AND BULK PINS AND AT WHAT PRICES

I am going to give you sources from where you can get them. It is then left for you to choose anyone of your choice.

I have included the comprehensive list of dealers in an MS Excel file included in this starter kit. It contains contacts of dealers from major cities across the country.

For fast track purposes I have included some sources in this pdf eBook as well. Please see below:

SOURCE 1

RINGO TELECOMS

Address:

117 Allen Avenue, Ikeja, Lagos (Tantalizer Building)

Tel: 0803.2030771, 0806.0079090, 0805.4505959

Their software and installation price is N15, 000.00

(These prices are subject to change from week to week, Please call the phone numbers for the latest prices before you place order)

You can order for your PIN from any part of Nigeria.

SOURCE 2

PREPAID NIGERIA

Address:

Penthouse Suites, 5th Floor,
6 - 8 New Isheri Road, Ikeja, Lagos.

Tel: 01.7914279, 0803.2036770

THEIR PRICES

(These prices are subject to change from week to week, Please call the phone numbers for the latest prices before you place order)

Their software (café console) is easy to use; I have included it in this Starter kit.

For troubleshooting and general technical support about the software, please call **01-791 4279, 0803 203 6770** or Tunji on **0803 531 5639**.

OTHER RECHARGE CARD DEALERS:

ABUJA:

Alfa Juliet Mangler Limited,
Plot 1023, Aso Drive ,
Asokoro, Abuja .
Tel/Fax: 09-524 0300

Snecou Group of Companies
Plot 2107, Tafawa Balewa Way,
Area 3, Garki
Abuja.
Tel/Fax: 09 2341151

Nitecrest
Plot 419B, Euphrates Street ,
Maitama District, Abuja .
Tel: 09-222 0385
Fax: 09-222 1099

BENIN CITY

**Abuma Technical
Oba Market Road
Opposite Oba Market**

**Gabros Intl
New Lagos Road
Opposite Former EBS
New Benin
Tel: 08033703026**

LAGOS:

**Security Printing & Allied Solutions (SPAS)
308, Yunis Bashorun Street ,
Victory Island, Lagos.
Tel/Fax: 01-270 1991 – 4**

**Masterstroke Packages Limited
Paper House,
17, Iganmu Industrial Road ,
Surulere, Lagos.**

**Airtel
224, Etim Inyang Crescent,
Victoria Island Extension,
Lagos.
Tel/Fax: 01-461 9605, 461 9606, 270 3647**

**Cards Technology Limited,
24A, Campbell Street, Lagos.
Tel/Fax: 01-264 625, 01-264 6353, 01-264 635**

**Namitech W. A. Limited
32A, Gerrard Road, Ikoyi, Lagos .
Tel: +27 11 458 0000
Fax: +27 11 608 0952**

**South Beach Company Limited (SBC)
1A, Tafawa Balewa Crescent,
Off Adeniran Ogunsanya Street,
Surulere, Lagos .
Tel/Fax: 01-7900810/5458665**

Controcards Limited
Plot 289, Ajose Adeogun Street ,
Victoria Island, Lagos .
Tel: 01-4702733, 2611736

Advantel Limited,
Royal House,
Plot 88, Ajose Adeogun Street ,
Victoria Island, Lagos .
Tel/Fax: 01-5558699

PremiumIdeas Limited,
IBN House,
4, Ilabere Avenue ,
Ikoyi, Lagos .
Tel/Fax: 01-4614230, 01-4614716

Hemnung Investment Limited,
17, Calcutta Crescent ,
Apapa, Lagos .
Tel/Fax: 01-262 3997

Orga Kartensysteme Limited,
(Tradings as Orga West Africa)
31, Saka Tinubu Street ,
Victoria Island, Lagos .

Please find a comprehensive list of dealers across the country included in this starter kit in an MS Excel file.

I Don't Have a Computer or Printer:

Yes, you do not have to own the computer or printer you use for it! You can do it in a café or business center. A lady used our business center for almost 6 months before she bought her own PC and printer (with money she made from the business)!

All you need to do is make arrangement with a café to allow you install you café console on their machine, you print your pins via their printer and you are done!

WARNING: Please make sure it's a trusted café that do not have software that steal passwords via keyboard keystrokes. The company (prepaid Nigeria – ngrngsm)

actually require you

Alternative Solution:

You can get a P3 (or even a P2) desktop computer for as little as N10, 000 worse case N15, 000. You download your pins to your flash drive from your email box in a café (the pins are sent in encrypted form – so even the senders can't see the numbers – you don't have to worry about the café stealing your pins).

Back home (or office), you decrypt your pins using your software and your username/password. Save the pins in a flash and go to a business centre to print out your pins (usually N20-N30/page). Cut and staple your pins according to your taste and start selling.

If you do not want to mess around with computers or software and you have up to N35, 000 – N50, 000, then you may want to go for the “Orange Box” option. For this option you have to use the services of Citi Serve Network.

Note: You may have become discouraged by the prices that seem to give very small margin for resellers! Many have asked the question during our seminars:

"How can one make money when one buys at N93 or N94?"

The point is that the rates above are for small investments - N10,000 - N50,000/N100.000!

You cannot expect to be a reseller when you are buying such small quantities. Yes, you read right "small quantities" in this business even N500,000 is small money.

If you want to get better margins you have to be ready to invest as much as 1 million naira and above. Then you may get the pins for as low as N85.

Please note that you can negotiate a lower rate than advertized even if you do not have up to 1 million naira.

For those already familiar with the business, they know that the business is a game of numbers, large numbers.

Huge profits come from huge numbers in the GSM voucher business.

At this lower investment range we recommend a direct sales strategy (i.e sell directly to end users e.g via a kiosk or at your office etc) so that your profit margin becomes wider, e.g you buy at N93 sell at N97.5 to end users but insist that they must buy 2 cards to benefit from that discount.

**So you sell 2 each time and make N9 per sale instead of N2-N5!
If you sell only 200 pairs you make N54, 000 per month.**

MY ADVICE

I may want to advise you that, if you are starting with any amount less than N300, 000, instead of printing, you should go to the nearest dealer to you and discuss with them that you want to buy in bulk.

They would reduce the price based on this amount. Buying printed vouchers is cheaper than printing by yourself because you avoid the cost of paper, ink and equipment.

Your target market:

1. GSM call centers
2. Road Side Recharge Card Vendors
3. Individuals.
4. Hospital receptions
5. Schools' hostels (warders)
6. Police stations
7. High density Estates' gate house

For numbers 4-7 you approach and broker a deal with the staff of these units.

OPTION 2 – Orange box

CITISERVE NETWORK

If you are using this system, you do not need computers, software or printers. You will only need a small machine called **Orange Box** which they will sell to you at N65,000.00. You will need to order for the PIN with a minimum of N5, 000.00.

You can get your Orange Box at No. 368 Ikorodu Road, Maryland, Lagos or call 0802.8778491. Citiserve also appear to have a partnership with IBTC bank, so you can get the Orange boxes from some IBTC bank branches nationwide

HOW TO INVEST

Simply go to Citiserve Nigeria Limited and obtain the box for N65, 000 the payment makes the box permanently yours and qualifies as a CNP (Citizenries Network Partner).

You can load the box right here with N5, 000 minimum or choose to load later with minimum of N10, 000 only. This takes the initial investment to the minimum of N40, 000 you can therefore load and invest more money, as the above stated figures one the minimum.

You will be given a code that will be known only to you and trained on how to use the box.

From then on you can start to print out vouchers from the box. You can print the pin – controlled products of all the GSM service providers in the country in different values N100, N200, N300, N400 etc from the box profit margin.

You can enjoy a profit margin of between 9% - 13% based on the amount of pin – controlled products you buy at maximum on make 13%. For example, if you load pin-controlled products worth N15, 000 daily. You could make up to N1,950 profit if you are an aggressive marketer and make that kind of profit consistently for one week, than you will have $N1,950 \times 7 = N13,650$! If you do this consistently for 2 months alone, you will have made over N100, 000 for yourself.

This is a great opportunity for you to start printing and selling your own recharge vouchers, what's more you can also reload the papers when you run out of them. All you have to do is to visit the dispirited banks like GTB and Stanbic IBTC Bank branches close to you. So you don't have to visit citizenries all the time.

EQUIPMENT

Production of paper pre-paid calling cards is very simple. You need a small machine that is called the ORANGE Box that does the printing when all necessary coding must have been done on it by the company. You need battery to operate the machine (Orange Box) like your normal handset. You need to charge the battery at least once a week.

The machine (Orange Box) will keep record of daily sales made, time and serial numbers of vouchers. The machine (Orange Box) can print any network domination with their own security code.

RAW MATERIAL

The only raw material that you will need for the production of vouchers is paper roll. A roll of paper can print about 150 vouchers. After your training on how to operate the Orange Box, you will be given 2 rolls of paper to start. You can buy

the roll of paper from the designated places. Each roll of the paper costs about N75.00. (Seventy five naira)

PROJECT COST – HOW MUCH DO YOU NEED?

Machine (Orange Box), Registration as a CNP member, Training and Administrative services = N65, 000

After you must have been taught the act of production i.e. how to operate the orange Box, you must start with a minimum of N10, 000

UPDATE ABOUT ORANGE BOX:

The Citiserve company has phased out the existing model of the orange box.

It has been replaced by a new device fitted with a GPRS facility and POS interface. This means that you can recharge anywhere with your ATM card! No electricity, no internet access required.

Interswitch shall be in charge of loading voucher pins after payment. You just specify the network you want.

With the new device, you get your pins immediately, no need to visit the bank and start waiting to be credited with the voucher pins.

Citiserve and its network partners shall be in charge of giving out the new Orange box device model. It is available at N65,000.

HOW TO START THE BUSINESS

It is necessary to tell you more about the franchise company of this airtime service provider, and other benefits you can derive by becoming a member of their CNP.

CITISERVE LTD, is a subsidiary of VIGEO HOLDINGS LIMITED. Resellers of this system are required and you can combine these two together after the necessary training.

INVESTMENT OPPORTUNITIES

Ever before now, these pre-paid cards were being printed abroad and imported into this country by GSM service providers. However, this ugly trend was stopped by the Government by making it compulsory for all GSM (PTO) to print their pre- paid calling cards here in the country. This has therefore opened another door of investment opportunities for Nigerians.

We have two types of pre-paid calling cards – Plastic and paper. The investment analysis in this manual is for production of the Paper type of pre-paid vouchers. This is less expensive and doesn't include the procurement of sophisticated electronic and security equipments.

You can produce pre-paid calling cards of all the GSM services providers:

MTN	-N1, 500; N750; N400; N200 and N100 respectively
AIRTEL	-N1, 000; N500; N300; N200 and N100 respectively
GLO	-N3, 000; N500; N300; N150 and N100 respectively
MTEL	-N400
STARCOMMS	-N1000; N500 and N200

There is a commission structure for all of them. These recharge cards can be customized with your name printed on them.

HOW TO BECOME A CNP – CITISERVE NETWORK PARTNER

- REGISTER: You register by obtaining and filling the CNP Form which you can obtain from any CITISERVE office near you or designated GT Bank and Stanbic IBTC Bank branches nationwide.
- GET THE ORANGE BOX: Pay to obtain the orange Box, an electronic device that is network independent, from the CITISERVE office near you.
- LOAD YOUR ORANGE BOX: Load your orange box (machine) with air time recharge pin for any of the network that they offer with a minimum of N10, 000 worth of pins.
- GET TRAINED: Undergo comprehensive 10 minutes training on how to use (operate) the Orange Box.

Q - Do I need to open a bank account?

A - No

Q - What happens if the operator's network is down?

A - The network does not affect buying and selling of air time – via the orange box. You can sell anywhere, anytime.

Q - Can I sell airtime for all operators?

A - Yes, you can.

Q - How big is the Orange Box?

A - The Orange Box is very portable and can fit into your pocket or hand bag.

Q - How do I operate the Box?

A - The orange box is very easy to use. You will be given a 10 minutes training/demo upon registration along with the user manual.

Q - What do I do to if the Orange Box develops a fault?

A - In the event of a fault, contact the CNP Help desk who will arrange for their trained technicians to handle any faults on the orange box.

Q - Where do I get paper roll from?

A - Citiserve will provide you with all consumables you need;

Including paper rolls, contact the citiserve network partners help desk for further details.

Q - What happens if my orange box is stolen

A - Your pins are safe as long as your password is secured. The CNP help desk

will arranged a replacement after proper identification.

Q -What happens if I forget my password?

A -Contact the CNP helps desk for assistance.

Q - Do I need an Orange Box for each network i.e. one for MTN, one for M-Tel, One for Glo, One for V-Mobile?

A - No. you only required one (1 orange box to sell for all Networks).

CITISERVE NETWORK CENTRES AROUND THE COUNTRY

AKURE

16, Oba-lfe Owo Road,
Akure, Ondo State.
034-241476
TAYO
08033293334

ABA

GTB
20, Aba – Owerri, Abia
State 082-220560, 082-
220639. Joseph Ogbonna
08055511271

BENIN

STANBIC – IBTC Bank
1 Akpapava Road, Benin
city. 052-255562
KENNEDY OGUNLOWO
080556336448,

IBADAN

STANBIC – IBTC Bank
(old)
15, Jimoh Odutola Street.
Ogunpa, Dugbe, Ibadan
Akeem Ganiyu
08037115983

KANO

STANBIC – IBTC Bank
13e, Bello Raod, P.O. Box
3507, Kano 064-639896-
706647950 (DL)
Babamairan Aminu
08033848112

ABEOKUTA

STANBIC – IBTC Bank
2A, Lantoro Rd, Isale –
Ake, Ogun. 08033604265

MAKURDI

GTB
41A, New Bridge Road,
Makurdi, Benue State,
044-534591
FARUKUOYE
0803358475

P/H

VIGEO OFFICE
16, One Road, GRA. 084-
461269
Augustine Akubo
ADETUNJI 08033490473

LAGOS – (HQ)

398, Ikorodu Road,
Maryland, Lagos.
2704370-99
OLADI MEJI OLUJOBI
08028778491

ABUJA

VIGEO OFFICE
1ST Floor Russel Center,
(Suit F 14) Plot 2097,
Herbert Macualey Way,
67, Gbongo/lfe
Oshogbo, Osun
Way,242121

OSHOGBO

GTB
67, Gbongo/lfe
Oshogbo, Osun
Way,242121

ILORIN

GTB
Road, WAHAB,
035-FOLAWIYO STATE
031-222913, 222900

MINNA

GTB
Plot 4936, Paiko Road.
Minna Niger State
066-221237,

Zone 08063486485, Bala	4, Wuse. ADETOUN LEKUTI GTB 035-242121	MUTIU KOSIRU 0805214453	YUSUF LEMU 08023753538	MOHAMMED
ONITSHA GTB 2, Cemmentary Road, Onitsha, Anambra. 08055633648	CALABAR GTB Crosstrade (Former Building), Calaber Road, Calabar, 087-238431, 087-238-432 Christian Olisahaenye 087-23431, 087-238-432	JOS GTB Building Plot 69, Liberty Dam Leventis Road, liberty Boulevard, Jos. Plateau State. 073-4463629-31 463635, 46335-42 YUSUF KOLA		
ADAMAWA GTB Plot 11, Galadima Amina Way, Jemita, Yola Adamawa. 075-627660-2 JESSICA OMALE2A, 075-627-660 ARAB MOHAMMED 08036120447	ENUGU GTB Ogui Road, Enugu, 042- 254072-3 Olijo Innocent 075-042-254-579, 042-23-234-693	KADUNA STANBIC – IBTC Bank Kingsway Building 14, Ahmadu Bello Way, P.O.Box 062062 247662, 062-24247660 ALI D. Mohammed 0802833773400		

BULK SMS BUSINESS

This is used in sending text messages at a price as low as N1.5k per sms and the benefits of it is that it can send one message to 1000s of people at a time and to all networks at a cheap rate . This provider can also send to different countries unlike many Nigerian providers that do not allow sms to other countries.

If you are interested, go to: <http://www.smsbenin.com> click on register, fill the form accordingly. It's the email and password you use in the form is what you will be using

in logging in to you account. You will now contact them to pay and get your account credited.

To send SMS, you log-in to your account by clicking Log-in then you put in your email and password, when you get into your account click on SMS at the top, you will see space where you can type your message and also where you can type the number you want to sent the message to, after finishing typing both the message and the number, click **Send**.

If you want to send the message to many people at the same time you click on manage group at the top and type all the numbers into it and save it with a name but when typing the GSM numbers don't put the first zero, type **8060364812** (not **08060364812**) and also make sure you have only one number on a line, let the numbers be typed vertically.

You can get further detail from the operator (you can reach them on 08060364812, 052-875332 for the short code and bulk SMS).

Text Message (SMS) Sending

The SMS messages are text messages up to 160 characters, which can be sent or received by a mobile phone. The services offered by www.smsbenin.com/sms allow you to send SMS messages to mobile phones with an easy and fast way via Internet.

We offer roaming to the majority of Mobile Telecommunication companies, so that you can send SMS messages to mobile phones all over the world.

Some of the services we offer are:

1. SMS Message Sending to multiple receivers
2. SMS Message Sending at a specific date and time
3. Periodic SMS Message Sending (every day, week, month, every fifth day of the month etc.)
4. SMS Message Sending to more than 320 Mobile Telecommunication companies
5. Sending of great numbers of SMS messages (for big clients)
6. Ability to change the sender of the SMS messages with your trademark, the name of your company etc. (for big clients)
7. Multiple routing of SMS messages (Multi Gateway Infrastructure)
8. Operational phone book with directories and subdirectories for storing your mobile numbers
9. Full history of SMS messages that have been sent and very operational administration menu
10. Multilingual user environment (6 languages)

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Periodic Data Sending

You can schedule the periodic sending of SMS messages on a specific date and time every week, every month, twice a month etc. The content can be predefined by you or may come up by on-line sources of information, entertainment or commercial action. So when the time you defined comes, our system will automatically send the information you have asked for.

Some types of periodic data, that can be sent via SMS, are:

1. Short joke (daily, weekly, monthly etc.)
2. Short poem (daily, weekly, monthly etc.)
3. Other services that you will define and that can be sent via SMS
4. Scheduling of sending wishes via SMS to multiple receivers, on certain dates.

For a comprehensive report on how to start and run the bulk sms business please read the eBook on sms business included in this starter kit. A pictorial step by step tutorial about how to send bulk sms is also included as a bonus in this starter kit.

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If you are interested in joining our network of partners please call for details. Or email cash4naija@yahoo.com in the subject line state “ I want to be a gsm partner”.

THANK YOU

To your success,

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40, Uselu-Lagos Road,

Benin City

052-875332

08060364812

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info@univalbiz.com

www.cash4naija.com/gsm

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5. Teach Yourself Livestock Feed Production

6. How To Make Money From Snail Farming

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8. *A Report on How To Make Up to N65,000 In Just 2 Weeks Writing Articles, Reports and E-books:*

9. *Cash @Speed Of Thought! – How To Make Emergency Naira & Dollars With Little Or No Capital GUARANTEED!*