

Into the Satellite Future at High Speed

The US satellite equipment dealer Sadoun, a family owned small business, is moving forward at high speed. Steady growth in product lines and manpower is quite normal for owner Jamal Sadoun. He was 18 years old when he came to Ohio in 1989 and attended the University of Toledo where he studied Mechanical Engineering. After graduating, he worked for General Motors and General Electric and learned quite a bit. In his spare time he became interested in satellite reception and began selling spare parts. In 2001 he took the leap and started Sadoun.com.

"Sadoun began as a one-man-operation" reflects Jamal, "today we have 12 employees." And they are multilingual so that they are



At the moment, Sadoun calls this office/warehouse building his headquarters



Mr. Steve is the technical guru who helps out customers with problems over the phone.

easily able to communicate with immigrants in their native languages including Arabic, German, Thai, Chinese and Persian up to and including, of course, Americanese.

The largest portion of their sales, roughly 70%, involves end-users. The remaining 30% goes to resellers. 80% of their orders are made online via their website (www.sadoun.com). "We only get 20% of our orders over the telephone", explains Jamal, "We also provide extensive customer support through our online



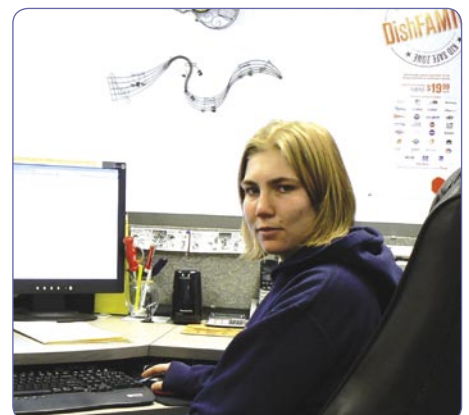
Jamal Sadoun in his showroom holding the new SatHawk 4000 signal analyzer to be highlighted in an upcoming issue of TELE-satellite.



Office Manager Judy Tabash always comes to work in good spirits.



Barbara Digel-Barrett takes care of accounting and finances.



Natalie Watkins is responsible for customer service.

discussion forums." Jamal himself occasionally contributes articles to these forums. When asked what his percentage of individual product sales are, he stopped to think a moment and then noted that "Receivers account for 40% of our sales, followed by antennas at 20% with the remaining 40% attributed to LNBs, motors, signal analyzers and smaller accessories."

Sadoun stocks HH motors from STAB (+/- 60° turning radius), Moteck (+/- 75° turning radius) and Sat Control (+/- 50°). In the second quarter of 2007 Sadoun will offer a Powertek motor with the Sadoun name. He has had already private-label single and dual LNBs (KUL1 and KUL2) available since the beginning of 2006 with single and dual universal LNBs (ULN1 and ULN2) added to his product line towards the end of 2006. Sadoun also stocks the DSL2; a dual LNB for use with DSS satellites. Then there's the DSLR2 with reversed polarization. This circularly polarized LNB needs to be used whenever a Toroidal dish is installed because of this antenna's subreflector.

He also has a wide selection of multi-switches. The current selection of 2/4 and 3/4 switches will be expanded with 4/4, 5/4 and 5/8 variations in the fall of 2007. The current 4/1 watertight DiSEqC switch will also be enhanced with indoor versions of the 2/1 and 4/1 in the fall of 2007.

With rapidly expanding product lines that

Sadoun will soon have available, you may be asking where he will put it all. Construction is beginning on a new office/warehouse building that will give him 31,000 Sq-Ft of space instead of the 10,000 Sq-Ft he has now. He plans on leasing this new construction.

Not bad planning! Jamal Sadoun is man-

aging to grow with a mixture of caution and business savvy. All in all Sadoun Satellite has everything the novice or professional Satellite enthusiast needs at a single resource location. With a huge inventory, personable sales and support staff, and an easy to navigate website, Sadoun Satellite is a benchmark in the United States of satellite service.



Warehouse Manager L.T. prepares shipments before delivery via FedEx, UPS or DHL.