

# SAMMEG, Johannesburg

**"Take advantage of your opportunities"**, that could be Joel Dorfan's motto. Not only is that how the company SAMMEG Satellite Pty Ltd came into being, but also the selection of products that SAMMEG offers under the brand name SAMSAT. It all started in 1994.

Back then the DSTV PayTV project had just started. One dealer saw this as his big chance and ordered a container full of 90cm dishes but in the end wasn't able to pay for them. Joel Dorfan heard about this and decided to invest it in the satellite business. One thing led to another and SAMMEG

In the „Industria West“ industrial zone in Gauteng, north of Johannesburg, can be found SAMMEG Satellite Pty Ltd's office building. The storage warehouses are to the left out of view and towards the rear is the fabrication plant for the "Aerial King" line of terrestrial antennas.

Joel Dorfan is chairman of SAMMEG Satellite Pty Ltd and also Technical Director. Here we see him on the roof of his office building adjusting a dish. The "Aerial King" brand name is used for SAMMEG Satellite Pty Ltd's own terrestrial antennas. The dish to the right carries the SAMSAT logo.





One of the three partners is Sean Meadows, Managing Director of SAMMEG Satellite Pty Ltd.



sories come with an installation voucher. "There are days when our call center receives many hundreds of calls", explains Joel. All of the callers want to redeem their voucher for which they get a system installed at home by one of SAMMEG Satellite Pty Ltd's contracted installers.

Joel was born in Zimbabwe and lived there for 17 years before coming to South Africa. He told us that 90% of his sales are domestic with the remaining 10% of his international sales going to Zimbabwe, Botswana and Namibia.

He estimates that there are 1.3 million households in South Africa with satellite reception out of a total population of 40 million. SAMMEG Satellite Pty Ltd has shops in three locations: Johannesburg, Cape Town and Durban.

Sean Meadows, Managing Director and

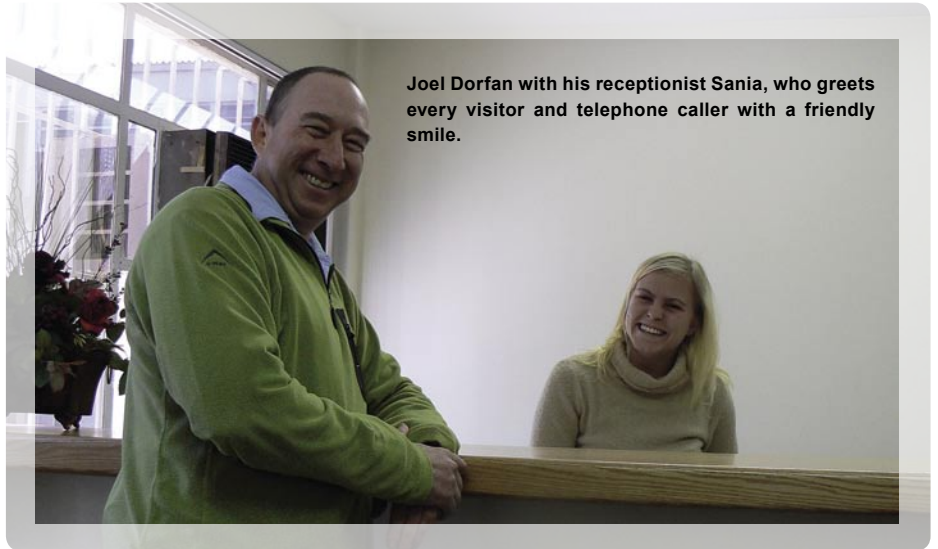
Satellite Ltd. was founded with three partners.

In the first year it was two containers full of satellite material that the young company managed to turn over. "In 2006 it was in excess of 50 containers", explains Joel, a radio amateur with the call sign ZS6CBA.

SAMMEG Satellite Pty Ltd is a wholesaler and offers dealers, retail shops and installers every possible product from dishes to LNBS, from receivers to all necessary accessories including plugs, switches, masts and signal analyzers. 90% of the dishes that are sold are the 60cm model with the remainder being 90cm dishes. Most of the antennas are used for the reception of the DSTV PayTV service on Intelsat 7/10 at 68.5° east.

In the larger superstores, these acces-

Joel Dorfan with his receptionist Sania, who greets every visitor and telephone caller with a friendly smile.



A look at the terrestrial antenna fabrication plant. "It's crazy", explains Joel, "it is cheaper for us to import precut antenna sections from China made out of South African aluminum than it is to make it ourselves." The raw material aluminum is more expensive in their own country than it would be to re-import it.



also responsible for the financial end of things, provided us with a few more details: "We supply four of the large distribution chains in South Africa and also roughly 500 individual dealers and installers."

SAMMEG Satellite Pty Ltd has in excess of 100 employees, which are involved in their VHF/UHF antenna fabrication facility, in the warehouse and in sales. Other employees are distributed among their three shops.

What are Joel's plans for the future? He wants to have a stronger VSAT business presence; he sees an interesting future here, for example, with two-way communication for Internet providers.

The World Cup soccer tournament that will take place in 2010 in Johannesburg leaves him very optimistic about the future of satellite!



**SAMMEG Satellite Pty Ltd's recently opened office in the suburb of Village Deep. Before SAMMEG moved in it was the branch office of a bank. The vault is now used to safely store PVR receivers.**



Inside SAMMEG's city office can be found everything an installer would need. Behind the bar is shop manager Steven Kirsten busy trying to sell a roll of coax cable to Ingo Salomon posing as a customer for this picture. Ingo Salomon operates SatcoDX AutoScan stations Johannesburg 4 and 5; Joel Dorfan the AutoScan Station Johannesburg 2.



**A look at the shipping department. Here the customer's orders are put together and prepared for pickup.**