

Square Plan, Johannesburg



Square Plan is one of the larger satellite distribution companies in South Africa.

The President is Bernard Ruberg, a satellite hobbyist himself. He was the one who originally managed to receive ASTRA from Europe with his 4.5-meter antenna – of course in analog. That dish is still in service today but more antennas have been added to

the mix: a 3.7-meter mesh antenna as well as two 2.4-meter dishes. All of these antennas can be found on his property in northern Johannesburg, as can be seen here on our picture. His company has been in existence for 23 years. Suwaibah Dadabhay, his office manager, explained to us: “We sell 65,000 dishes including LNBS every year. On top of that, we sell 10,000 100cm antennas as well as 1000 2.4 and 3.7-meter antennas each year.”

Installers and dealers can acquire all the necessary accessories such as switches, any kind of LNB from single and twin to Quad and Quattro. Square Plan also handles repairs. “Roughly 20% of our products are exported”, explains Suwaibah, much of it to countries such as Angola and Mozambique. Nine employees make up Square Plan, four technicians and five office workers. Square Plan is convinced that business for 2008 will grow!



Suwaibah Dadabhay is Square Plan's Office Manager and organizes everything.



Functionality test for newly arrived LNBs: a technician tests every LNB by connecting it with a signal analyzer and then by attaching it to a dish pointed at 68.5° east.

A satellite DXer's dream: a 4.5-meter full dish and several other "smaller" antennas with diameters of 2.4 and 1.8 meters all with motors and then of course unrestricted visibility in all directions.