

EESHOP.nl

Not far from downtown Amsterdam you'll find the eeshop.nl satellite store. If you follow the Rozengracht from the main place Dam past all of the tourist shops you'll eventually end up in front of a store loaded with satellite components in their front display window with the eeshop.nl company name right above it. A clever idea: to name his business the same as its web address. Who came up with this idea?



eeshop.nl's store in central Amsterdam. Antonio can communicate with his customers in a number of languages: naturally Dutch, but also English, Spanish, German, Italian and his native language Macedonian (Serbian and Croatian). GSO in Dutch means Community Systems.

That would be Antonio Gorgievski, born in Macedonia, but calling Amsterdam his home since 1991. How did he end up running a satellite shop?

He told us how it all started: "It was in 1995 when I started playing with an Amstrad 80cm dish to receive among other things D2-MAC channels", remembers Antonio while sipping at a can of cola. He became a real satellite enthusiast and word of this spread quickly among his friends and acquaintances. The story has a familiar theme: he would erect satellite systems after work and on

weekends, alongside his regular job as a Cable Installation Supervisor with the local cable provider UPC.

Back then he bought his satellite components from eeshop, founded by someone named Eddie in 1978 as a dealer in TV components.

Eddie was the first to sell satellite antennas in Amsterdam. But as time wore on, Eddie was slowly losing the drive to continue running his business. As one of his regular customers, Antonio naturally could sense this and realized that this was his chance of a lifetime: "I took over Eddie's business in 2004", explained Antonio still smiling at

his decision back then to make his hobby his business.

His first year turned out to be quite good: "I sold between 500 and 600 systems", remembers Antonio. Since then, his best year was 2007 where he sold nearly 1000 systems.

We wanted to know what his best selling products are and were surprised to learn that almost half of his sales are for the Multityenne from TechniSat, a small 45cm multifeed antenna. "Another 40% of sales are for the 64/78cm Multifeed Antenna from Triax with the remaining 5% being single satellite dishes."

Fortunately, Holland finds itself ideally located geographically: the three ASTRA positions 19.2, 23.5 and 28.2 east, that are actually optimized for Great Britain, can be received equally as well in The Netherlands as can the HOTBIRD satellite at 13 east. And since most of the Dutch people grow up learning English as a second language, they also enjoy watching British TV channels.

As you would expect, 90% of eeshop.nl's customers are from Holland. The rest are expatriates from every corner of Europe that buy antennas from him to receive their favorite programs from home.

What does the HDTV situation look like? We wanted to know: "In 2008 40% of sales were for HD receivers and in 2009 it reached 90%", reveals Antonio.

He only sells quality products, "30% of the receivers I sell are from Topfield", he explains about his customers preferences. "Lately, the sale and installation of larger community distribution systems has picked up", comments Antonio, "This should become a large part of the business in the future."

We wish him great success in the future!



Antonio Gorgievski is the sole proprietor of eeshop.nl and a regular reader of TELE-satellite: "I use TELE-satellite to get acquainted with everything new in the satellite scene", he says. The Discovery Channel HD can be seen on the large flat-screen TV and the receiver models he has available are in the display case.