

ORSAT in Chengdu

If you live in Chengdu, the capital of the southwestern Chinese province of Sichuan, and are looking for a satellite receiver there's only one place to go: the Huangmiao electronics market. Several thousand electronics dealers and shops gather there for business. And if you need large quantities of satellite equipment, Huangmiao electronics market is your place too, because that's also where wholesale dealers set up camp. One of them is Chengdu ORSAT Telecommunications Co., Ltd.



■ Li Xiaorong is the boss of ORSAT – here she welcomes us in front of the company signboard.

The Huangmiao electronics market is made up of an endless maze of buildings. Most of them used to be apartments which have been converted into offices, warehouses and shops one after the other. While shops are located on the ground floor, offices and warehouses use up most of the upper storeys.

We enter one of the countless buildings and climb up to the fifth floor. Even though the building is equipped with an elevator, it is mainly used for transporting packages up and down. Li Xiaorong welcomes us in her single-room office. She's the wife of Zhong Renjun, the company's boss who is away on business today. Li Xiaorong tells us about what ORSAT has on offer: „We mainly sell complete sets which include a 45-cm dish, LNB and an ABS-S receiver.“ These sets are used to receive CHINA-

STAR which broadcasts 46 FTA channels. „40% of sales are made up of the 45-cm dish, while 20% of our clients specifically ask for the 35-cm dish,“ Li Xiaorong reveals some business details.

Wang Quanhong, one of the company's employees, proceeds to show us something special: a flat antenna with a diameter of only 25 cm. „5% of our customers go for this flat antenna made by the company Zhou Yi“ Li Xiaorong explains and adds „we sell this set based on the flat antenna for 380 RMB (approximately 38 EUR).“ Does ORSAT also have on offer larger dishes? „You

One of the typical blocks of buildings at the Huangmiao electronics market. Apartments used to be where today offices and warehouses fill up storey after storey. Shops are located on the ground floor, while satellite wholesaler ORSAT has its offices on the fifth floor of this building.

You can look it up on the Internet at www.cdorsat.com



bet," company technician Chen Guo smiles. "Pick your model from our range - after all, around 35% of our customers ask for larger dishes, which have diameters of 60, 100 or 120 cm."

Finally, we'd like to know what type of customers decide on ORSAT as their preferred business partner. Office employee Wang Quanhong answers that 80% of customers are companies and professionals and 20% are private end users. ORSAT has a workforce of 15 employees. The company owner and his wife, one office employee and a technician take care of administration. 11 installers work on-site to deliver and install systems at the clients' premises or apartments. A total of 300 to 400 sets are sold by ORSAT on a monthly basis.

Technician Chen Guo shows ORSAT's ■ top-selling receiver: a model made by Yinhe for Chinese ABS-S signals.



■ This small 25-cm flat antenna is one of ORSAT's signature sets, which comes complete with receiver and cable.