

The Southwestern-most Satellite Dealer in the USA

Are you located in the extreme southwestern corner of the USA? If you take one more step will you fall into the Pacific ocean? Well, if you happen to be there and have the need for a satellite dealer, TELE-satellite can recommend one for you: QUALITY SATELLITES in San Diego. Located not far from the Mexican border, they have been offering a large selection of FTA receivers since 2007.

■ In San Diego's La Mesa suburb you will find QUALITY SATELLITES in a small industrial complex. Sean was not allowed to erect a satellite dish as an advertising tool: "The landlord prohibited me from doing that." Even in the USA there are limits on what you can do.

QUALITY SATELLITE



■ Sean Falvey in front of his SonicView receiver display case. He takes in continuous phone calls from customers while reading TELE-satellite.

QUALITY SATELLITE

Sean Falvey is the manager and he has been involved with satellite TV since 1994: back then his father acquired a DishTV system. But he became only really active when a family member started a satellite business.

Sean, who originally studied electronics, saw this as an interesting future for him and thus started his own business in 2007. In the first year he sold 2500 receivers. In 2008 sales jumped to 7000 receivers and then 10000 boxes in 2009. In 2010 he expects sales of 14000 receivers. QUALITY SATELLITES sells all of the popular receiver brands but "Son-

icView receivers are our best sellers", says Sean, "They make up roughly 60% of our sales." According to Sean, Viewsat receivers account for about 30% of their sales with the remaining 10% made up of all the other brands.

And what about HD? Sean thought about it for a moment and then comments, "In 2007 only 1% of the receivers we sold were HD models, in 2008 it was 4% and 2009 it was 10%."

Sean is expecting a sharp increase to 30% in 2010. And where do his customers come from? "Most of our receivers

are sold domestically in the USA and of that half of them here in California", explains Sean as he peeks at his customer list, "7% are shipped to Canada and 3% go to Mexico."

In addition to receivers, QUALITY SATELLITES also sells dish antennas and other necessary components. Sean runs his business with two employees: "one employee works in the stockroom and in shipping while the other is at the telephone", explains Sean. But don't be surprised if the ever-increasing sales figures lead to the need for more employees at QUALITY SATELLITES.