

# The Smallest Satellite Dealers in Moscow

*Sergey has set up his business out in Moscow's south. The region is served by metro line 9 and as soon as you have climbed the stairs out of Prazhskaya station you're bang in the middle of a parking lot belonging to 'Electronics Paradise', the self-proclaimed 'largest shopping centre' in Moscow's south. Several hundreds of small shops are dispersed across three storeys, including some 40 dealers selling satellite components.*

Sergey Kazimirovich is one of them with his TVSat-Real shop. "As a matter of fact, we're talking about two different companies here," he reveals. "Our second business is registered under the name '1000 Channels' and in addition to that we run a shop in another shopping mall as well." Incidentally, both companies have websites on the

Internet at [www.tvsat-real.ru](http://www.tvsat-real.ru) and [www.1000kanalov.ru](http://www.1000kanalov.ru).

"Satellite receivers have been part of our range for some time now," Sergey Kazimirovich continues. "So far, however, we have only sold small numbers of them." Even though Sergey Kazimirovich features satellite receivers pro-

minently on his websites, he rarely sells more than one unit a week. "We believe this will change shortly, as we expect a new delivery any day."

Right now Sergey's business is one of the smallest distributors: "Satellite products only account for 2% of our turnover," Sergey states. But thanks to continuing advertising campaigns this is set to change. And who knows, one day the smallest satellite distributor might be right up there with the largest.

**Sergey Kazimirovich** in his small shop on the lowest floor of 'Electronics Paradise'. Together with two additional employees he sells everything to do with satellite reception.



■ Leaving Prazhskaya metro station through its southern exit you will find yourself right in the parking lot of the 'Electronics Paradise' shopping centre. Hundreds of specialised shops have all sorts of products in store for electronics and Hi-Fi enthusiasts. The centre is open every day of the week from 10 am to 8 pm.