

How P-SAT Wins New Customers

SAT.HU
antenna szakaruház

- *Has its own customer magazine*
- *Created supermarket style store*
- *Planning start of own branded TV services*
- *Operates one of the most well-known web communities in Hungary*

■ Since November 2010 wholesaler and retailer P-SAT Kft has been leasing this 330 square meter building in northern Budapest; the 150 square meter warehouse in the background also belongs to P-SAT. The company also operates a very popular Internet digital TV community as well as a web shop under the name SAT.HU. The company has six employees.

Active and full of ideas: A successful climb



Anyone, whether it's a manufacturer or a dealer, who has something to sell has the same problem: how do you win new customers? What good is the best product if no one knows about it? What use are all those sensational offers if no one is aware of them? How do you make your potential customers notice your products? Every successful manufacturer and every successful dealer managed to find their own solution. A wholesaler that came up with an especially interesting solution

to this problem is P-SAT in Hungary. The founder and operator of this company, Tibor Posta, gave us some insight into how he solved the problem of winning new customers.

But first we wanted to learn more about Posta's Company P-SAT. Obviously, the "P" in P-SAT stands for his name Posta. "The company P-SAT Kft was founded in 2002", explains Tibor Posta. Before that time he was an antenna installer. "In 1991 I started out

erecting TV antennas", he remembers, "This was at the same time when Hungary started their second TV channel via UHF." His first customer was his parents. And then it happened as it usually does: friends and relatives would call and Tibor Posta ended up with more and more work to do. Back then he lived in eastern Hungary and

■ Tibor Posta is founder and majority owner of P-SAT. Anything and everything an antenna installer would need, including fiber optic LNBS from GlobalInvacom, can be found in his shop.



■ Receptionist Lilla Nagy greets everyone in a friendly manner



one day he realized that the antennas and cable plus whatever else he needed could be acquired less expensively at wholesalers in Budapest. The breakthrough came when he began reselling these cheaper components to antenna installers where he lived.

In 2002 he decided to immerse himself completely in this new job as a dealer and founded P-SAT as a Limited company (Kft in Hungarian). Since he purchased his antenna components as before from wholesalers in Budapest, he opened a small office there in 2003: "It was only 20 square meters in size", says Tibor Posta, "and had a secretary."

But then, of course, the next logical step came: why buy your components from other wholesalers when you can buy them directly from the manufacturers? P-SAT converted into a wholesaler that ultimately became so strong that Tibor Posta brought two additional partners into his company that are also involved in the satellite field in Hungary. "The two partners have a 49% stake in the company; with 51% share I hold the majority stake", he re-

veals regarding the ownership stake in P-SAT.

Parallel to all of these activities, Tibor Posta also took command of the Internet: "In 1996 I started my website and in 1999 a web shop was added to it. In 2000 I started sat.hu", comments Tibor Posta. The latter is today one of the most well-known digital TV web communities in Hungary. This takes us to the subject of marketing and the winning of customers. To become known, Tibor Posta from the beginning on has relied on the media. "I write quite a few articles myself", he says, "and especially in the beginning I sent many articles to local newspapers." That's how his small company became bigger and bigger: "At some point there was a local satellite magazine in which I regularly placed ads. I even put ads in Hungarian TV programming magazines."

So far so good, but times had changed. "That Hungarian satellite magazine doesn't exist anymore and there is no longer any source of specialized information for the local market outside of the Internet", he con-

tinued. His solution? Publish his own customer magazine. "That started in 2009: the first three issues were published for our professional customers under the name sat.hu", he remembers. "As I was preparing the fourth issue, the idea came to me to change the target group of my magazine from dealers to end-users." And so, in October of 2010 the first issue of „Tévésről Egyszerűen Magazin” (Simple TV Reception Magazine) appeared. It consisted of 32 pages that explained in layman's terms the technology behind TV reception. The magazine is put together professionally and naturally has product write-ups from only those manufacturers that are part of P-SAT's program.

"We print 5000 issues and ship the magazine to end-users as well as to our roughly 200 professional customers, that is, small dealers and installers." The magazine is free for end-users; dealers pay a small fee to cover some of the expenses. "In return, they can put their own stamp on the back; this brings customers directly to them", he adds. But that's not all: "In 2011 we began offering our website as a fran-

chise." This means that dealers and installers can use their own websites to link directly to P-SAT's web shop. Ten of their largest dealer customers have already done that; Tibor Posta is convinced another 15 will soon be on board after which 25 of the top dealers will be linked to the sat.hu web shop. "If an end-user finds something interesting in the magazine, he can order it online through each of our dealer partners and it always ends up in our web shop."

Tibor Posta would like to publish two or three issues of his magazine each year and hopes that this will further increase his exposure and thereby bring in even more new customers for his digital TV products. Naturally the costs of publishing your own magazine have to be put up against the hoped-for success but as Tibor Posta puts it, "How else are we supposed to reach the end users with useful digital TV reception information?"

It's a bold move to start your own customer magazine. In a small country such as Hungary (roughly 10 million inhabitants) in which local trade magazines already face difficulties because



1. Multi LNB reception is standard at P-SAT. For every make of dish that P-SAT sells, they have a matching Multi LNB mount. A metal shop under contract to P-SAT manufactures the mounts for all the different dish variants. "Reception of ASTRA at 19.2 east, HOTBIRD at 13 east, EUTELSAT at 9 east and AMOS at 4 west are the most popular here in Hungary", says Tibor Posta as he holds a multi LNB mount up to the camera. The advantage of such a prefabricated solution is that the customer or installer only needs to swap out the original mount for the multi LNB mount, align the antenna to the satellite in the dish's focal point and there you have it, all the other satellites are correctly aligned automatically. The elevation is also displayed on the mount. Multi satellite reception has never been easier!

2. Contrary to nearly every other specialized store, Tibor Posta specifically chose the supermarket type system in which the customers can freely look around and touch any product they might be interested in. All of the products are, like in the real TESCO supermarket located diagonally across the street, nicely organized and labeled with little cards that also show the price. "We've already had customers walk in and find a product that they had no idea we even carried. Yet these products have always been in our price lists!" That is the small but significant difference: give the customers an opportunity to look at and touch the products themselves and the decision to buy anything becomes that much easier than first looking it up in a catalog or a product list that they might not have even known existed in the first place. But Tibor Posta is aware of the drawbacks of having such an open supermarket type of store: "We naturally have cameras installed everywhere." He then adds, "Roughly 25% of our customers are end users; the remainder are professional dealers and installers."



1. Should there be a problem with a receiver, Technical Manager Mátyás Nagy quickly takes care of the repairs.
2. Warehouse Manager Csanád Posta keeps everything organized in the warehouse. Yes, before you ask, he is owner Tibor Posta's son.

the number of readers are simply too low, the start of your own customer magazine is an interesting alternative. "10% of our profits go to marketing", explains Tibor Posta, "and it just so happens that our magazine is part of that marketing."

He's not only active in local marketing; he actually has some far reaching plans and ideas: "Content is missing here in Hungary. I've been giving a lot of thought to starting a TV channel." P-SAT could possibly start its own P-TV channel via IPTV or satellite as early as 2012. "I'm currently in negotiations with a number of TV rights owners", reveals Tibor Posta. He has managed to go from nothing to an ever-increasingly successful company thanks to his non-stop diligence. One thing is for sure, Tibor Posta is never short of ideas!

