

■ Behind this unremarkable wall of a small Villa can be found online shop USATel's headquarters in Sao Paulo, Brazil. Administration can be found in the right side of the building; the warehouse can be seen in the background.

USATel in Sao Paulo

- Imports all of its products from China
- Optimized assortment for digital TV needs in Brazil
- Sells and ships almost exclusively to end users
- Expanding into new business segments such as WLAN and IPTV

Brazilians Come Here to Buy Their Digital TV Products Online



■ Jose Manuel Pereira is USATel's Manager. The workshop can be seen in the background

■ The company's Financial Manager is Allam Almughrabi, who, just like the owner of the company, also comes from Syria. "We have sales of about 100,000 US dollars every year", he reveals to us after taking a look at his books.



■ The spirit of the company is secretary and receptionist Letica Lacender



Even though "USA" appears prominently in the company's name, the online shop USATel really doesn't have much in common with that large country in North America. Instead they are a large online shop in Brazil. The satellite fan can find anything and everything needed here and it gives us a good reason to take a closer look at this company.

South of Sao Paulo in the suburb of Villa Nair somewhere on one of the many hills in this region you'll find USATel's headquarters and warehouse. There's no company sign but there are a number of dishes on the roof and in the courtyard that suggest there's something interesting for digital TV enthusiasts going on inside.

The company is made up of four employees; Manager Jose Manuel Pereira tells us more: "My financial partner and I founded the company back in 2000." Before that Jose Manuel Pereira, whose family originally came from Portugal, lived for many years in Paraguay in Ciudad del Este and ran a clothing company. When he moved to Sao Paulo, he got together with businessman Cshaooky Annahas. He's responsible for the finances and Jose Manuel Pereira takes care of the business end of things. The business idea

was digital TV which was just getting started back then.

"My business partner and owner of the company Cshaooky Annahas comes from Syria. Twice a year he travels to China and takes care of buying the products." USATel is an importer; they import the receivers, LNBS and dishes. "We get many of the satellite dishes from China", Jose Manuel Pereira tells us. Especially popular are the 1.5-meter antennas for reception of C2 at 70W and B4 at 74W. "Demand for 60cm dishes for reception of HISPASAT at 30W and INTELSAT 11 at 45W is strongly increasing", he adds. Sky uses the INTELSAT 11 satellite for PayTV services.

While USATel sells about 5000 C-band dishes and roughly 10,000 Ku-band antennas a year, sales of the matching receivers are considerably less. "We offer a DVB-S receiver under our own brand name USATEL; we sell about 1000 of these a year." But he sees a brand new business in IPTV: "We are just getting started offering IPTV receivers; this should be a big market for us."

USATel is an Internet online shop that sells to end users. All orders are shipped to customers; USATel does not have walk-in stores. They also have a business segment geared towards

professional customers. "We also sell WLAN reception stations."

The Internet is widely distributed wirelessly in the 5.8 GHz band throughout Brazil. Customers therefore don't have to wait for their house to be cabled; instead they just install a small antenna on their house. Even large 1.8-meter diameter antennas that are used for reception over longer distances are available from USATEL. "They permit reception at distances of even 70km", says Jose Manuel Pereira and then continues, "We sell about 2000 WLAN reception stations via the Internet every year."

The small company USATEL has decided to focus on just a few products but they are products that won't become obsolete any time soon. This approach keeps them ahead of the pack when it comes to technological development in their own country Brazil.

1. An interesting business segment for USATEL is WLAN reception antennas that they offer in various sizes. In the background is a cabinet with receivers that carry their own USATEL brand name.
2. Osmar Gomes is USATEL's Warehouse Manager. He can be seen here preparing a shipment for a customer. 1.8-meter dishes are hanging on the wall and are used to receive internet signals in the 5.8 GHz range.

