

# The Satellite Shop – Franchise Opportunity: Press Release

## We explain when most don't...

The rise in the popularity of Internet only shops and super markets has changed the way people shop and had a large impact on the traditional 'high street'. However when it comes to more technical items such as home entertainment AV equipment the purchase is often far more involved. Price is now not the most important factor, it is knowing what to buy... then once that is understood the price is important!

Where established local high street shops thrive is in building relationships with customers and understanding what they want. What they want in terms of the experience, what functionality they care about and what they will sacrifice to keep within budget. This level of involved service is not possible from a website only shop or super market.

The Satellite Shop is a high-street style local business that provides bespoke AV equipment solutions to the mass market. The reason for the success of the business is down to the level of service. Staff are passionate and highly knowledgeable in the wide range of equipment that is available, now and soon to be released. They are trained to find out what the customer wants from their AV home entertainment system and provide them with a range of solutions around their budget.

"Customers really appreciate being able to chat with a friendly, experienced member of staff who explain what all the different products do and how they work together. We request feedback from every single customer so we can continuously improve", comment Phil – MD

When the customer understands what they need to spend to fulfil their requirements they begin the process of purchase, delivery, installation, instruction and after care. With an online shop or super market the relationship usually ends at the point of purchase, where as with The Satellite Shop the relationship is at the very beginning.

The Satellite Shop business model is now available as a franchise opportunity throughout the UK with additional demand identified in particular locations. This is a fabulous opportunity to be your own boss and build a great reputation in your own area.

By the time you start your franchise you will be confident in all aspects of the business and if you have any questions, you will be able to pick up the phone and speak to someone at the head office.

The figures stack up with over 500 testimonials and the potential to turnover £350k in the first year this is an exciting retail franchise opportunity set to grow significantly over the coming 5 years with the digital switch over approaching in 2010.

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For further information contact:

Chris Cook – Coconut Creatives  
Telephone 01963 31030  
[www.coconutcreatives.co.uk](http://www.coconutcreatives.co.uk)