

# Why discontinue Investor Package

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WHEN THE CYBERDREAM MEETS REALITY



ROBERTO  
MANGOSI

# Cash flow

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- ESIS can not afford to give 12 months for the price of 11
- \$55 base package X 60-70 subscribers = \$3,300 - \$3,850 of lost revenue
- A complete new install with new radios must be done to upgrade system

- The old radio that you paid upfront for is being replaced
- Subscriber for 9 years not paying \$15/ mth
- Has saved  $9 \times 12 \times 15 = \$1620$
- Original investment for radio – approx. \$800
- Gain of \$820

# WHAT OTHERS ARE DOING

- . KiN -In the meantime, we're phasing out our old radios. Subscribers that still have them will need to upgrade to take advantage of our new offerings. The new radios don't have to be purchased — the monthly rental fee is \$5. In addition, there's a one-time installation fee of \$100 that will be collected as we'll need to do a complete re-install, involving new, modern technology and cable. The sooner you upgrade, the sooner you can access better quality service and faster internet!

# Implementation

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- When your yearly payment comes due if you wish to continue paying by the year you will be charged for 12 mths
- As we replace radios those on the Investor rate will see an increase of \$15 to your bill

- We will be reviewing our packages and rates every 4 mths
- Hope to see cash flow increase
- Possibly allowing lower rates for all

**We hope you feel like this**



# Not this



Signs of aggressive behaviour are quite easy to spot  
(Illustration by Anne-Marie Sonneveldt)