

SOLUTION: Proximity Marketing

NEW PRODUCT [X] MODIFICATION [] ANNUAL REVIEW []	APPROVAL DATE [jj/mm/aa]	NEXT REVIEW DATE [06/06/2018]	DATE OF LAST APPROVAL [N/A]
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PRODUCT OBJECTIVE: To enable companies to change their communication strategies by focusing their efforts on targeted areas or on local customers

TARGET:

The product is intended for all companies in our targeted market in the following business segments:

- Super markets and shopping centers
- Restaurants
- Hotels
- Tourist center and places
- Theater
- Large local companies with independent agencies

FEATURES:

They result from a partnership between LMT and BlueMagiq for the marketing of their equipment in Cameroon. The equipment has the following characteristics

- BlueMagiq can send text, still images, moving images, videos, voices, and applications / games.
- BlueMagiq has anti-virus software that protects mobile users against malware.
- BlueMagiq is compatible with Bluetooth v1.0 and v2.0.
- BlueMagiq can broadcast data to 7-50 users depending on the range of equipment
- The maximum transfer rate is 2.5 M / sec per transceiver.
- The active range is between 100m and 200m in free space.
- The data exchange rate with each mobile device can be up to 100 KB / s.
- The total bandwidth is 2.5 megabits / s.
- Each Transceiver can send data to 7-21 devices at the same time

The system supports the following extensions:

- Text [in .txt files]
- Still images [in GIF or JPG files]
- Animated images [as animated GIF files]
- Audio [in WAV, RMF, MP3, MP4 or Ringtone files]
- Video [as RM, 3GP or MP4 files]
- Java games and Java applications [in JAR files]
- Symbian applications [as SIS files]
- vCard [Business card files]
- vCal [Calendar event files]

There are many types of content that the BlueMagiq system can send to a handset and these content increase each time phone manufacturers introduce new models.

DOCUMENTATION AND GUARANTEES:

- Operating condition: the sales representative will put the Client's technical manager in touch with LMT digital content manager
- Validation of a draft contract by the legal system internally or externally.
- 50% deposit of the implementation package when ordering is required

- **EXCEPTIONS:** All exceptions require the approval of the top management.

ORDER INITIATION AND APPROVAL PROCEDURE

The client's order is materialized by:



- The issuance of an Order Form by the client
- The signing of a contract
- Signature of the SUBSCRIPTION FORM

ACCOUNT CREATION PROCESS

The creation of a customer account is done by the technical department based on documentation provided by the salesperson. These documents depend on whether the client is a Corporate or a Physical Person:

•Corporation

- Trade register
- Patent
- Taxpayer card
- Manager's ID
- Company location plan
- Subscription form, order form or contract
- Payment receipt (payment slip from the LMT account, check or transfer)

•Physical person

- ID
- Location Plan
- Product subscription form;
- Payment receipt (payment slip from LMT account, check or wire transfer).

Once the documentation is completed, the salesperson collects signatures (agency manager or sales manager, accounting, technical), and transfers the physical file (by email for salespeople outside Yaoundé) to the content manager for preparation of the equipment.

Delivery time is one month from the date of receipt of the order form and a deposit of 50% of the implementation package is required

PAYMENT AND COLLECTION PROCESS

Payment will be made by check or wire transfer to LMT GROUP 30 days after delivery of the solution if order form, 90 days if contract
30 days after deposit of the invoice for royalties.

In the event of unpaid bills, the salesperson is responsible for collection.

A first reminder letter will be sent out to the client by the sales representative 7 days after the payment period allotted to him,

Two weeks later, another reminder letter will be sent out with acknowledgment of receipt of the first letter in attachment.

If there is still no reaction from the client after two weeks, the case will be referred to the legal department for further action.

A monthly statement of unpaid bills will be provided to the general manager and to the head of the sales and marketing department by accounting.

The litigious files will be entrusted to the legal department internally or externally.

PRICING

The finance department is responsible for preparing invoices and sending them to clients. Each salesperson is responsible for ensuring that their clients receive their invoices.



APPROVAL:

SALES MANAGER:

TREASURY:

PRODUCT MANAGER:

OPS/TECH:

LEGAL:

DEPUTY GENERAL MANAGER :

CHIEF EXECUTIVE:

