

InkMart Concept

InkMart has a simple product and service to offer. Requiring no special selling skills, no special training, no learning curve... Everyone already knows you need ink when you run out. InkMart makes ordering super easy, tracks expenses and usage then offers additional customer services all for fees less than your customers are currently spending. Customers have NOTHING to lose by accepting our services and ordering products from us when they're needed. They can stop ordering from you at anytime but why would they? You'll save them Time, Money and Headaches.

Simple facts:

- Everyone uses printers, copiers or fax machines (**creating need**)
- Most businesses have multiple printers and fax machines.
- A hospital for example may have 300+ printers.
- Car Dealers 40+ printers each
- Schools & universities (printers galore)
- The printer manufacturers (i.e. HP) make their profits from the sales of the ink, not the hardware. (**shows profit potential**)
- More and more people are into recycling (InkMart being a green company, will pick-up old cartridges and recycles, thereby reducing landfill and carbon footprints)
- Franchisors are successfully selling franchisees all over the world. (**buy-in acceptance**)
- Lack of store front location makes business more profitable.
- Lack of store front allows the "owner" to go out and develop more accounts. (**better business to business introductions**)
- A printer in California works the same as one in Florida. (**same parts**)
- There is no requirement to use OEM ink to maintain warranties. (**opens market to new & used printers**)
- Our automated software will aid in client loyalty and reorders. (**recurring income**)
- Little customer complaints or come backs. (**ease of service**) What is the worst thing that can happen? We shipped the wrong toner? The warehouse has a 99.5% accuracy rate of product shipments. But ok, it happened so let's give them free ink next order and a call to apologize from corporate. (**happy customer again**)

This business model has:

- ✓ Repeat customers (multiple buys annually)
- ✓ No skilled labor
- ✓ No food spoilage
- ✓ No employee theft
- ✓ No debt service
- ✓ No store front expenses
- ✓ Low entry cost
- ✓ Sales reps. can start part time and develop business



At InkMart we have done the research for you... by joining the InkMart network you will receive a detailed analysis of the number of business and households you could potentially reach in your local area. The amount of profit that can be made in most communities is just staggering, mind-