

Worldwide Satellites in Toronto

Satellite business in a franchise system. This is the concept that Nick Aquino from Worldwide Satellites in Toronto, Canada follows. Satellite business based on a franchise system? What exactly does this mean? We wanted to know so we made our way to Mississauga. This city is right next to Toronto and is also the home of Toronto's Pearson International Airport.

Right next to the airport Nick Aquino, along with his girlfriend and business partner Connie Falleta, leased an office with a warehouse. The name on the sign turns out to be GTA Electronics. Nick had this to say about that: "You could say that GTA is our first franchisee; there's a second one in California in the USA."

We wanted to find out more and asked Nick when this all started. Nick explains: "In 2001 I started with my first satellite antenna and already in 2003 I became independent together with my girlfriend Connie." That's when the company Worldwide Satellites came into being. "We get most of our orders from our web site www.worldwidesatellites.com", on which he also advertises for his company, "In our first full business year (2004) we managed to turn over 12,000 satellite receivers."

But things only got better: in just four years receiver sales increased tenfold. "In 2008 it was 120,000 boxes", revealed Nick very proudly. With these many receivers sold, why didn't Nick start up his own receiver series? "I thought about it", concedes Nick, "but the advantages also came

■ Nick Aquino is President of Worldwide Satellites. Here in the stockroom he shows us one of EMP's multiswitches that Worldwide Satellites distributes in large numbers in North America. "With EMP alone we have yearly sales of \$1 million", reveals Nick.



■ GTA Electronics can be found here in this office complex as a satellite dealer for end users and Worldwide Satellites as a satellite wholesaler. Pearson International Airport is located roughly 1 km behind the office.



■ If you call Worldwide Satellites, you'll end up with the always friendly voice of Tanya Shipman.

care about dishes. "Of the dishes that we do sell, 50% of them are Multisat antennas with which up to five satellites can be received", explains Nick, "The most popular satellite positions would be 91° west, 101° west, 110° west and 119° west. Customers also ask about the 82° west position and I am experimenting with a solution to receive a sixth position at 129° west."

Worldwide Satellites with its seven employees supplies products as a wholesaler to about 50 satellite dealers in Canada and an additional 10 in the USA. If the franchise concept catches on, these numbers should definitely increase!

with quite a few disadvantages." In the end, he is happy with the situation in which he works very closely with every satellite receiver manufacturer for the North American market, including SonicView. Their model SV-360 Elite PVR was recently introduced by TELE-satellite.

We also wanted to know more about this franchising system. Nick explains: "Every Worldwide Satellites franchisee profits from our market experience. We

deliver the products, naturally at a reasonable price, and the franchisee is guaranteed that these products will find their way to end users."

Worldwide Satellites focuses only on FTA receivers and also offers LNBs and multiswitches of every size. "We get our switches from EMP", comments Nick. Satellite dishes are also available but shipping costs play a very large role here so in most cases Nick lets local dealers

Customers simply can't say no when dealing with Andrea Falleta (left) and her sister Connie Falleta (right). Connie Falleta is President of GTA Electronics and sells products in this store to end users.

