

WS International, USA

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Direct Contact to Sales Manager

- **Successful Young Company with Ambition**
- **Manufacturer of Satellite Components**
- **Plan for Worldwide Expansion with Satellite Signal Analyzers**
- **Inexpensive Products Thanks to Efficient Production and Distribution**

■ In this building in Pacoima, north of Los Angeles, can be found WS International's west coast office/warehouse

First the USA, then the world



Robby Dosetareh patiently built up his company WS International one small step at a time. He's still young and since he has already brought his company quite a long way in the USA, his expansion to the rest of the world shouldn't have any obstacles. In July 2010 he opened a 2nd distribution branch & offices in the small town of Pacoima, California in order to make it cost efficient for customers in the Western part of the USA and Canada. That's where we met up with Robby Dosetareh. He explains to us how it all began.

Robby Dosetareh was born and raised in Shiraz, Iran. But his father was watched and mistreated by the regime at that time. When Robby was ten

years old, the family had an opportunity to flee the country, first to Pakistan and then for a few months to Austria. The UN acquired all the necessary paperwork as well as the required visas and finally in April 1992 the family arrived in their land of their dreams - USA. They ended up in Atlanta, Georgia on the US east coast.

Young Robby came to a new world, a place where it's normal to get a free glass of water in a restaurant. The teenager quickly acclimated himself to his new surroundings. After graduating from High School, he immediately joined the work force. Since he was always interested in electronics and tele-

communications, he accepted an offer from a DishNetwork dealer and began working there as a Sales Manager.

After a few months his father became ill and Robby Dosetareh had to help him communicate with the doctors; his father's English wasn't good enough. Unfortunately, his time off from the DishNetwork dealer was getting too much and towards the end of 2000 the dealer had to let him go. Robby Dosetareh

■ Robby Dosetareh is the very young founder and President of satellite wholesaler and manufacturer WS International. Here we see him in his Pacoima, California office located north of Los Angeles that he opened just one year ago



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USB 2.0 SLOT



For external HDD
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HDMI



High Definition
Multimedia Connection

1 x SMARTCARD-READER



FEATURES:

- USB 2.0 slot for playback of external hard drive or USB flash drive
- PVRready. Direct recording via USB on external storage media possible
- HDTV & SDTV
- 1 x smart card reader
- EPG (7 days in advance)
- Video-resolution 1080p, 1080i, 720p, 576p
- optical signal to the align the antenna
- 5000 Program presets
- Multilingual screen menu
- HDMI out with HDCP
- Radio reception with background display

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HDMI



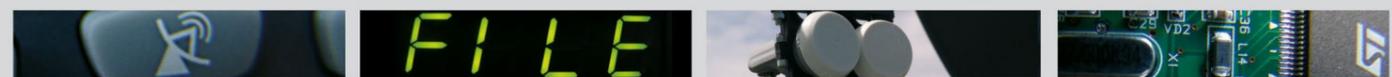
High Definition
Multimedia Connection

1 x COMMON INTERFACE



FEATURES:

- 1 x Common interface slot
- HDTV & SDTV
- Video-resolution 1080i, 720p, 576p
- USB 2.0 host for playback of external hard drive or USB flash drive
- Easy find software (works only in conjunction with easy find LNB)
- 5000 Program presets
- HDMI out with HDCP



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came to the conclusion that this would never happen to him again: to be in charge of his own time he had to start his own company. He then started as a dealer for DishNetwork and installed customer satellite systems. After a few months though he realized how dangerous this business was: DishNetwork only paid the dealers when the customers paid DishNetwork. All of the risk was in the hands of the dealers, a risk that was difficult to calculate.

Robby Dosetareh decided that there was no future in this! Since he had already sold systems and components to installers in the past, he decided to become a satellite wholesaler. "On April 1, 2001, I founded WS International", remembers Robby Dosetareh. Robby, who actually had no business experience or background, was very courageous in this decision and had at the same time a little foresight: the WS in the company name stands for "World Satellites".

But the "World" in his company name also stands for the business field that he selected for his company. Since the satellite reception of English-language programming in the USA is generally monopolized by DishNetwork and DirecTV, Robby looked around at other TV programming. As a native from Iran, the obvious choice was foreign language programming for the ethnic minorities living in the USA. There are several of these groups that want TV programming in their own language. Robby Dosetareh provides an overview on these groups: "In my case of course, the first group would be TV channels in Farsi, after that it's programming in Arabic, Vietnamese, Thai, Chinese, Russian, Armenian as well as the English-language Christian channels." Most of these TV channels, many of which are produced locally in the USA, can be received for free and thus make a very interesting product to offer these ethnic groups here in the USA.

Robby got right to work. From Marietta, Georgia, a small city near Atlanta with 100,000 inhabitants that he now

calls home, he managed to become the number one satellite dealer in just a short time thanks to his extensive marketing. "In 2002", remembers Robby, "WS International sold roughly 200 systems a month."

Over the years sales numbers increased steadily and one day, not surprisingly, he decided he no longer wanted to be dependent on other importers and started up his own production line with the help of an office in Guangzhou in southern China. "Today we produce LNBs as well as 75cm and 90cm satellite dishes ourselves", comments Robby. In 2009 his own receiver line that Robby named Lexium was also added to the palette. There's even a website under this name: www.lexium-dvb.com. "In 2010 we sold roughly 30,000 DVB-S receivers", says Robby and then explains that a DVB-S2 variant of this receiver will be available by the time this issue of TELE-satellite hits the newsstands.

Since 2010 Robby has built up his product palette to the point that any component that an installer could possibly need can be obtained from him under his own label. "This includes dishes as small as 75cm to as large as 4.5 meters", lists Robby, "and in addition to cables and receivers, all the necessary accessories such as DiSEqC switches." He even has satellite signal analyzers. "Our model 5100 Pro can automatically recognize the satellite that a dish is pointing to", highlights Robby and then continues, "The model 7100

Pro was designed especially with the professionals in mind." And there's still more: "Soon we'll be introducing an adjustable monoblock LNB with which you can set the offset anywhere between 4° and 10°. For installers we're preparing a toolbox that will contain all the tools needed to install our products."

How is Robby doing all of this? He started WS International in Atlanta (more precisely Marietta). There are six employees in the 4600 square foot office/warehouse: "Two sales managers, a technical support manager, an assistant as well as two employees in the warehouse", explains Robby. To better serve his customers on the west coast, Robby opened a branch office in Pacoima, California, near Los Angeles. Not long after that he decided to move out to Los Angeles himself. "Since then I go back to visit the Atlanta office every two months for one week", says Robby. He is proud to say that he has employees in Atlanta that can operate the business without him having to constantly look over their shoulders.

The branch office in Los Angeles is 5000 square feet in size but only has three employees: Sales Manager Joseph Bassala, who Robby can speak to in Farsi, Shipping Manager Jeff Bynum and a warehouse employee. "We also have one more employee in our Guangzhou, China office who takes care of production and overseas transport", adds Robby.

How successful is WS International?



■ Joseph Bassala is WS International's Sales Manager in Los Angeles. He receives the customer orders primarily from those on the west coast of the USA



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■ A look in the warehouse with the 75cm dishes. In the background is Shipping Manager Jeff Bynum whose job is to make sure that customers receive their products timely and quickly



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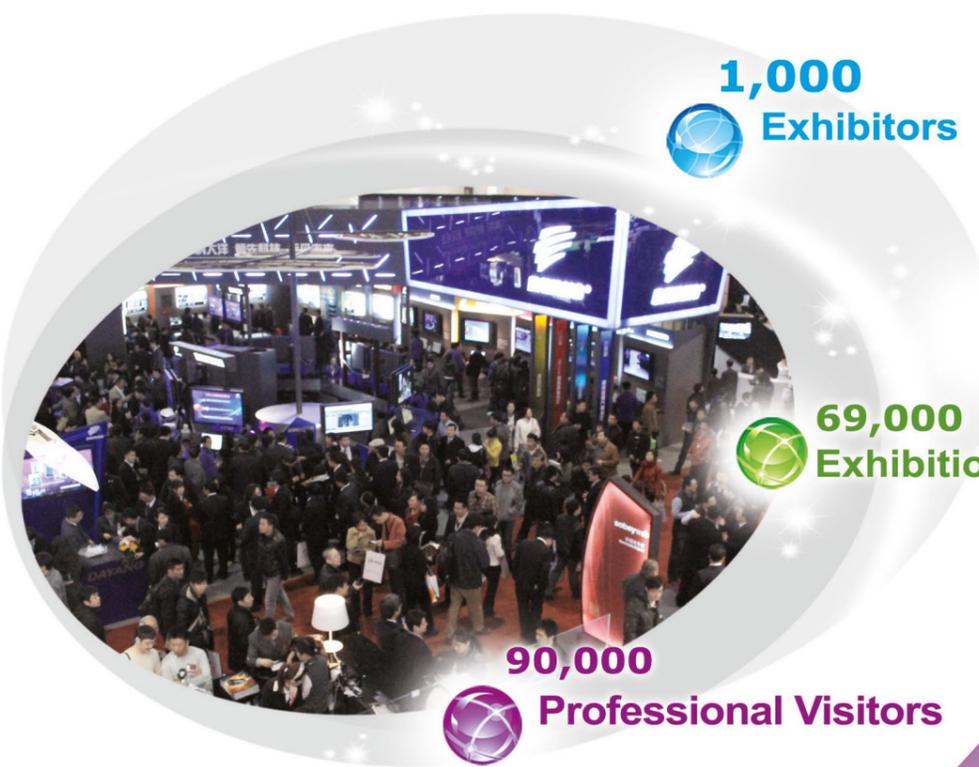
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"In our first year 2001 we had sales of roughly US\$ 200,000", remembers Robby, "and for 2010 we achieved about US\$ 4 million." For 2011 Robby is expecting a similarly high sales figure: "WS International was also hit by the economic crisis."

But for 2012 Robby is expecting an increase in sales. "I'm planning to jump into a new business field: IPTV." Robby is already in negotiations with programming and receiver providers. But let's get back to WS International's products that Robby mostly sells (80%) to the USA and Canada: "20% of our products are exported half of which go to Australia and New Zealand", reveals Robby as he looks at his customer list, "The remainder goes to every other possible country." With his new satellite signal analyzers, Robby sees an opportunity to greatly expand abroad: "These units are designed with the international market in mind and can be used anywhere."

Building up a new company and planning to expand internationally would normally require an enormous investment. Where is Robby getting the money for all of this? His answer was rather surprising: "WS International has al-

WS INTERNATIONAL
Wholesaler and Manufacturer, USA
www.wsidigital.com

Company Details

Engineers in Research & Development | Total Number of Employees
0.....10.....20

Average Turnover (Previous, This, Next Year Estimates)
0.....2.5.....5 Mio USD

Production Certificates
DVB

Production Categories
own brands LEXIUM

Main Products
Receiver for DVB-S, dishes 75cm up to 4.5m, LNB and LNB holders for KU and C band, DISEqC switches, signal analyzers

World Satellite International, USA

www.tlc-satellite.com/TELE-satellite-1103engwsinternational.pdf

ways expanded on its own; all profits were immediately reinvested. WS International does not owe any money to banks." Sure enough, Robby Dosetareh is always working; he hasn't even explored the surrounding area of his new home in Los Angeles: "I still don't know exactly where that world famous HOLLYWOOD sign is", admits Robby (it's 20 km from his office as the crow flies). While enjoying an excellent lunch at Raffi's, a Persian restaurant in Glendale, Robby confessed to his one weakness in terms of luxury: "When I moved to Los Angeles a year ago I bought myself a Mercedes." Otherwise, Robby is very careful regarding expenditures. "A little closer to Los Angeles and rent jumps 50% compared to here", reveals

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1. A parade of LNBs available from WS International under their own label: from the left a Ku-band Twin and single LNB, a Monoblock LNB, a satellite finder as well as single and dual output C-band LNBs
2. To the left is an adapter that allows a Ku-band LNB to be mounted on a C-band dish. To the right is the opposite device: an adapter to let you mount a C-band LNB onto a Ku-band dish. Robby Dosetareh explains, "This adapter is especially meant for our 90cm antenna. Several C-band satellites in the USA as well as in Australia and New Zealand are strong enough to be received with our 90cm Ku-band dish"
3. Robby Dosetareh with his satellite receiver model "Lexium". Robby is the host of a radio program: once a week he can be heard on a local Persian-language station discussing the latest developments in the satellite market

Robby explaining why he opened his new office/warehouse in Pacoima.

Robby Dosetareh did it. He managed to start from nothing and in just a few years bring his company WS International to the top amidst intense competition and pricing pressure. Now he wants to take this success and bring it to countries outside of North America. His relentless focus on his company that leaves him very little time to have a private life along with his precise cost controls suggest that there is still quite a bit of growth to come for WS International.

■ For more precision, the choice is this satellite finder set which comes complete with a compass



■ A simple satellite finder available from WS International

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