



## Retail Outlets

***If you are like most retail outlets then you have a standard list of goods and services that you purchase on a regular basis to keep your business afloat.***

***By becoming a member of Ormita you can offset these overheads against new sales we bring you.***

Whether you run a branch store or a family-owned-business the chances are that you have competitors nearby.

Traditionally you might consider lowering your sale price on certain product lines, offering prizes or giving away gifts to get new customers through your doors.

Ormita offers a new way for you to generate more sales, create new promotional campaigns and grow your business without putting any of your cash at risk.

### An amazing opportunity to reduce your overheads

Let's imagine that every month you spend a total of \$5,000 on book-keeping, printing, newspaper advertising, cleaning, repairs, and maintenance, uniforms, gifts-with-purchase and staff supplies.

Right now these expenses are paid directly out of your existing cash revenues.

- What if you could offset these costs against new sales and save your cash?
- What if you could increase your overall marketing and promotional budget to bring more cash-paying customers through your doors without affecting your existing cashflow?

Working together with your Ormita Client Director, you make a list of each of your regular purchases and upcoming expenses.

Next, your Client Director goes and finds you suppliers who will sell you the same, or similar, products and services you are buying now.

The difference is that you do not have to pay for these with cash. Instead these businesses are paid in credits that you earn from the sales you make to other Ormita members.

As an Ormita member you trade goods and services you need for products that you have.

You even receive a certain percentage of every sale in cash to cover your replacement cost, Sales Tax/GST/VAT and any fees to Ormita.

## Summary of Benefits

- ✔ Lets your business compete against "big-box" stores.
- ✔ Reduces your overall cash outgoings while increasing your purchasing power.
- ✔ Offers a cash-free method of funding promotional and advertising campaigns.
- ✔ Lets you buy goods and services at a discount (the difference between your cost and the sell prices - less any cash received).
- ✔ Offers an alternative to discounting.
- ✔ Provides a way to offset business expansion costs against new customer sales.
- ✔ Gives you a way to receive full market value for your excess or out-of-season products.
- ✔ Creates more loyal customers and new "word-of-mouth" referrals.
- ✔ Helps you convert bad or dubious debts into needed goods and services
- ✔ Enhances staff performance by allowing you to create incentive programs for superior work without needing to spend additional cash.

## A Unique Offering

- 💰 The customers we bring you pay you cash to cover your transaction costs, sales taxes and other expenses.
- 🕒 24 hour, 7 day a week live brokerage services.
- @ Buy, sell and transfer funds online.
- ✕ No monthly fees and no annual fees.<sup>1</sup>
- 📈 Lowest overall price in the industry.
- ✔ No cash outlay until we have met both your buying and selling needs.

<sup>1</sup>Subject to customer meeting minimum trading volumes per month.

Read more on the next page

## Some other Benefits of the Ormita Service

### Save Cash

- Realise full market value for non-recoverable, non-recyclable, limited commodities or otherwise unsold stock or time.
- Access interest free credit and repay borrowings with new sales.

### Increase Your Asset Base

- Buy at a discount of up to 90%.
- Invest in other businesses without the need for cash.

### Increase Your Financial Liquidity

- Convert existing bad debts to assets.
- Pay existing creditors from new sales.
- Convert equity from slow moving inventory or unsold appointment time.

### Attract New Cash Paying Customers

- Access innovative ways to new cash contract tenders.

### Build Your Brand

- Build a community network around your brand.
- Expand distribution channels and market reach.
- Align your business with charities and community enterprises.
- Gain repeat business and take customers away from the competition.
- Improve your social standing, customer and staff loyalty.
- Create local business opportunities within your community.

### Retain Staff and Customers

- Create customer loyalty programmes.
- Provide staff incentives.
- Implement a staff donation/giving programme.
- Pay for client entertainment.

### Become More Efficient

- Substitute imports with higher quality, locally provided goods or services at wholesale price.
- Decrease wastage and develop new consumer habits.
- Get more out of your employees with employee rewards and buying programmes
- Take overstocked, last season or end-of-line items off-market while earning full retail value.

**With Ormita your new customers cover your transaction costs, sales taxes and other expenses.**

## Turn Non-Producing Assets Into

*... Advertising, Asset Purchases, Business Supplies, Capital Expenditure, Client Entertainment, Equipment Purchases, Food, Freight, Graphic Design, Hardware Leases, Health and Beauty, Holidays, Maintenance & Repairs, Marketing, Medical Services, Needed Goods, Office Supplies, Packaging, Promotional Items, Refurbishments, Signage, Staff Rewards, Stationery, Technical Supplies & Services, Travel, Wholesale Items...*

**... and much more...**

**And our customers pay your sales tax, our fees and most of the replacement cost of your product – in cash.**

## How we make it happen

- Step 1** You register your interest online with Ormita.
- Step 2** One of our Client Directors will meet with you to create a needs analysis of your regular and upcoming business expenses, community commitments, investment goals and lifestyle enhancement ideas.
- Step 3** A buying schedule will be created - representing a minimum of \$2,000 worth of you cash expenses per month.
- Step 4** Your Client Director will find suitable suppliers to provide many or all of these expenses.
- Step 5** Once our suppliers agree to sell, your business begins its commitment to provide a fixed amount of your product or service to our other customers.

You are only charged fees once we have a commitment from our other businesses to supply to you.

You only begin selling once we have a regular spend cycle in place for you.

**No false commitments – just a business working to meet your needs.**

## Become a Member Today:

Do you want to know more about Ormita or become a member?

Enter your details at [www.ormita.com](http://www.ormita.com) and one of our representatives will contact you shortly.

You can also phone us on any of our numbers across the country, speak to your local representative or email us at [customer-service@ormita.com](mailto:customer-service@ormita.com).



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