



## Why Become a Vendor?

Advantages of Ghanapickup.com

*Benefits to be gained from ghanapickup.com include increased sales and expansion of customer base while realizing cost savings*

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**Why become a ghanapickup.com Vendor?**

***The first benefit to be gained from ghanapickup.com is increased sales***

- Increased sales at store due to increased exposure.
- Increased sales from customers as a result of using the gift registry. Couples getting married are some of the audience's who often choose to use a gift registry to point potential gift givers what products they desire as presents. If you become a vendor, by default, your products are included in the choices available for populating a gift registry. The gift registry can only lead to an increase in your sales.
- Increased sales can also be realized as a result of the

***Expansion of customer base while realizing cost savings***

- Free advertisement to Ghanaians both abroad and in Ghana who will in turn purchase your products independently in future. Increased awareness for the products you sell. Retail establishments spend enormous amounts of money trying to promote their businesses and create customer awareness. Visitors to ghanapickup.com will instantly be aware of your company, your products and your location.
- Substantial savings in acquiring and operating your own retail website. The costs of running an effective internet retail gateway are steep. Even if you have the resources to run such a gateway, take it from us, it is cumbersome and time consuming. The operators of ghanapickup.com are tech savvy and understand the intricacies of operating such a business entity.

***Evidence pointing to the need and success of a venture such as ghanapickup.com***

- Remittances to Ghana are so important that a conference, “The ACCRA Regional Forum on Remittances” was held in March 2006 to discuss it.
- “Over the years, migrant remittances have gained significant importance in total transfers and economic importance. Private Remittances, which averaged US\$202 million per annum in the 1990s rose to an average of US\$1.0 billion in early 2000s. According to balance of payments estimates by the Bank of Ghana, private remittance flows into the economy in 2005 amounted to US\$1.55 billion. 9. Expressed as a percentage of GDP, remittances to Ghana have increased from 2.24 percent in 1990 to almost 14.4 per cent in 2005. As a percentage of total exports, remittances rose from 22.0 per cent to 57 per cent over the same period. This suggests that compared to imports and exports remittances as a percentage of GDP has been increasing at a faster rate over the period.”

Source: [http://www.watradehub.com/index.php?option=com\\_content&task=view&id=302](http://www.watradehub.com/index.php?option=com_content&task=view&id=302)

- Remittances are not only in the form of cash. They are also in the form of exports. This is where Ghanapick.com comes in. If Ghanaians have the opportunity to purchase many of these goods they ship to Ghana constantly, they will not hesitate to take advantage of it. Shipping costs are on the rise and as we all know, everybody loves savings. Ghanapickup.com will provide the cost savings the convenience that Ghanaians abroad are used to by bringing them a service they desperately need.

***The use of the internet***

- Around the world, people including Ghanaian expats are using the internet for their basic daily activities including shopping. For Ghanaians living abroad, buying goods and services through the internet is nothing new.