



Discounters Club of Zimbabwe

The discounters club concept is gradually being understood more and more by the consumer (who would become the member), with companies having seen the benefit to increased exposure and a larger consumer base immediately (partner).

Where do we, as the driving force of the Discounters Club, see problems in attracting potential consumers, to join as paid up members thus having access to these fantastic discounts?

1. Due to the tight liquidity issues in Zimbabwe, people look at the cost of membership and say that they simply cannot afford to pay \$60 for one year.
2. Companies offer specials where they can access these without being a member.
2. Advertising.
4. Communication.

Let's answer these in their respective order.

Yes, we all have to watch how we spend our hard earned money these days, due to the high cost of all commodities, not just our day to day living costs. Let's break down \$60 into months and this equates to \$5 per month. For me that means just on my butchery bill I have saved myself \$15 with the \$5 for the cost of the card being negated. Now extrapolate that into other areas and see what you can save on a monthly basis. So is \$ 60 really unaffordable. To me you cannot but afford to become a member as your savings for this cost are too great to miss.

Companies offering specials do this on occasions mainly to get rid of slow moving stock or to promote a new product which does benefit many consumers for that period only. However should you be a member and thus a card holder, you have this opportunity every time you visit a partner company to access the discounts on many items not just those on specials.

Advertising; yes this is a huge issue to us and we should be promoting this in a far bigger way than we are at present. However we also have a liquidity problem and have not been able to advertise like we wish to or should be. We are trying to overcome this which will allow us to campaign aggressively.

This will improve as we grow not just with members but with our partners.

Here are some feedbacks of members who have benefitted from their discounter cards.

Dennis Lapham: I paid my subscription to become a member of the discounters' club a week ago. I was not really too sure that I had spent my money wisely but thought I would test it. To my surprise, I used my card for a number of purchases at a few of the companies who are partners in the club and in only my first week I have covered the cost of my annual subscription (\$60) through the discounted prices. Further to this I purchased spares at Mr. Cruiser only to find out later that day that they offer a 10% discount. I will be returning to Mr. Cruiser with invoice to see if they will reimburse me the discounted amount. This is an opportunity that no one should miss and I certainly will be promoting this to anyone who will listen.

Anonymous: We paid our subscription for 3 cards and on the 1st day we saved ourselves \$75. When I had my vehicle motor done at Mr. Cruiser we saved a further \$490 just on that discount. We use our cards at every opportunity with the partner companies we have come across and can honestly say that our \$180 subscription for 3 cards has been money well spent.

The list goes on as to satisfied members. I know that I personally benefit from my card and I do not use it as often as I should.

Please contact us if you would like a list of the companies who are offering a discount and we will email this list to you. Or you could see our website for this information –

www.discountersclub.com

Sign up today!

Contact: Rich on 077 2 311 704 or Email: rich@discountersclub.com