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Fommy.com Revolutionizing the Wireless World

By JACOB DAVID

HOUSTON: Pinakin Dinesh and Pallavi Dinesh are both creative and think on your feet type, true blood entrepreneurs, set to take the digital communications supply and distributions industry by storm. They've been working hard on establishing Fommy.com since 2001 when intense planning started for their storefront web site. The web site launched in 2003. Today they see more than 300,000 visitors online every month. It is by sheer planning and strategy that they have come this far. Fommy.com is a web site focused on delivering quality mobile telecommunication devices and accessories to the end consumer. There are also re-seller opportunities to buy wholesale and sell retail for a profit.

Moftware is the parent company - focused on establishing the software to run its four divisions - Fommy, Moftware Tech, Amzer and Cosmo Satellite, all having web sites after its own name. Moftware Tech is a single software patented and intellectual proprietary rights are held by Dinesh Pinakin, CEO, who is also an MBA graduate from Leeds, UK. He specialized in Software Solutions Applications and Services (SAP), Management Information Systems, with special emphasis on Enterprise Resource Planning. An alumnus of ATT, he has gained the experience to run his business efficiently.

Fommy.com is already the king of all web sites for the cellphone industry. Now you don't have to drive around town searching for a brick and mortar store for buying your cell phone or an accessory. They have everything online down to the last detail. Most new products entering the cell phone market are inspected and reviewed by their staff. Their Moftware software enables them to see the popularity of the products being purchased by their customers online. Accordingly they either order more of that item or discontinue the product or if it is going out of use. Currently they carry about 15,000 products and project to double their inventory by 2012. They are planning to expand their warehouse to 50,000 sq.ft from the current 15,000 sq.ft they have. Fommy.com has not done major advertis-

their SEO search ability ratings. "We are never satisfied with our current status. We are constantly analyzing how we can do better, how we can deliver better customer solutions. That is our 2010 goal. Ultimately what matters is a happy consumer. The modern day consumer is very smart. They know the prices of all the gadgets out there. So there is no point of selling them the product on a higher price. We save our consumers time and money when they



Pinakin Dinesh, CEO, and Pallavi Dinesh, COO, Fommy.com, stand in their warehouse showcasing their AMZER universal solar cell charger, their latest product that is eco-friendly and helps charge any electronic gadget with an USB outlet.

shop with us." Pallavi Dinesh emphatically points out. She has majored with a Masters in Anthropology from Washington D.C. When the customers they serve are happy with their new product and the resulting savings in the process, the word of mouth gets them more business. It is a win-win situation every which way you see it.

Fommy has been approached by mega online and retail stores like Walmart, Amazon, Best Buy, Tiger Direct to increase their own share of the cell phone market earnings. Fommy has been very selective and prudent in forming business partnerships with each of these companies mainly because they want to focus on establishing direct customer relationships. "The service aspect is just lost when you allow a third party to deal with your products, you are not able to deliver the services part of the purchase to your consumer directly." Pinakin Dinesh, CEO maintains.

Moftware Tech is the wholesale and distributions division focusing on selling to Resellers and Retailers. Their purchasing power with major brand name manufacturers has increased exponentially over the years. The manufacturers give Fommy the lowest rates possible to help resellers and stores stay in business.

Amzer is Fommy's own brand, their manufacturing division. Like all successful businesses do, "diversify". Pinakin believes strongly in this. While he has his hands full

with managing Fommy, he has launched the Amzer, eco-friendly universal solar charger that can charge cell phones, digital cameras, MP3 players, game consoles, and anything that can be charged using an USB plug in device. The Solar Cell device charger is given a strong product recommendation by Michael Garfield - The High Tech Texan on You Tube.



The solar cell charging device by Amzer is invention patented, sold in seven countries - includes North America, Europe, United Kingdom, India and other parts of Asia. Amzer also makes car chargers, attractive phone skins, audio video cables, product charger cradles, batteries and other products.

Cosmo Satellite provides internet and satellite television products and services. Pinakin is ready to launch his next branch e-commerce TV linking it up with the internet. This is already becoming the trend of today. But Pinakin wants to do something drastically different. He is in talks with internet cable providers asking them to increase bandwidth by splitting and combining six or maybe even ten T1 lines to maximize upload speeds for TV and product commercials faster online so that it saves valuable upload time. This is a request that no one has ever put forward and it gets them nowhere as the telecommunications industry is yet to catch up with Pinakin's idea of speed powering up the internet to the dizzy level. "This will help cut short the tech upload times for each video we try to make commercially for ourselves or our online clients. I also see potential for the commercial internet shopping network where this technology can be used to full effect." If this comes into play, what happens is the download speeds also will increase, thereby the end user receives an internet streaming experience that can be watched non-stop just like TV in full flow. The commercial viability for doing online business uninterrupted by implementing this is unlimited.

Fommy by Moftware Tech is one of the fastest growing private online companies in America rated so by Inc 500 | 5000. It is ranked 40 in the top 100 Retailers in America (*2008 Ratings). Moftware has business dealings all over the world as it is eas-

ily accessible by the internet. They do not have their own retail store. Pallavi, Chief Operations Officer, hesitates to open a retail store even today, seven years into the business. Their online business model is only growing stronger with their increasing client base. "Our online retail and wholesale business has garnered good reviews from its customers. We have

several requests to open a retail store at a particular location by our vendors and media partners. But we have not committed to doing that as our customers are happy shopping online." she says. True, Fommy provides them with the best online shopping experience and product display features using social networks effectively. A consumer shopping for a cell phone or accessory or MP3 product is able to see what they will actually be receiving. They are able to look into the box, examine the products, read reviews and make an informed purchase decision before they even spend a penny - a feature that is not widely offered on all products by the traditional retail stores. A dedicated staff makes this available and this customer service translates into sales for their web site. Biz Rate has gotten some exceptionally good reviews many over 8.0 points from over 2500 consumers, many of whom will shop Fommy again. Fommy simply put is king and industry leading online retailer for cell phone devices and gadgetry much like Amazon is for books, Ebay for auctions, Tiger Direct for Electronics and Sephora for Cosmetics. Fommy is now the cell phone spaceship docked in cyberspace with the rest.

Friends, well wishers, who warned, advised and persuaded Pinakin Dinesh not to enter into the wireless distributions business by himself are now eating up their words. They asked him not to put himself up against ATT, Sprint, Motorola and other cell phone providers. Pinakin says "ATT is a gigantic meteor in the business space. I did not go into competition with them or anyone else. I just went into business for myself. My vision was to provide consumers with quality cell phone products and services as I knew that the cell phone was quickly becoming an indispensable household item. The advances in the cell phone industry are still continuing and I am very happy I made the right choice today."

Fommy rewards its customers shopping online by giving them free shipping and giveaways on special holidays or promotions. This works ten times better than advertising and gets them better word of mouth referrals.

Pinakin and Pallavi are constantly on their toes working hard as the rest of their hundred plus dedicated staff around the world, making sure that each day counts, each order shipped, gets to their consumer on time.



ing. They have instead been very shrewd in strategy - focusing more on reaching their customers through social networks - like You Tube, Face book, Twitter and Linked In, among others. They have optimized