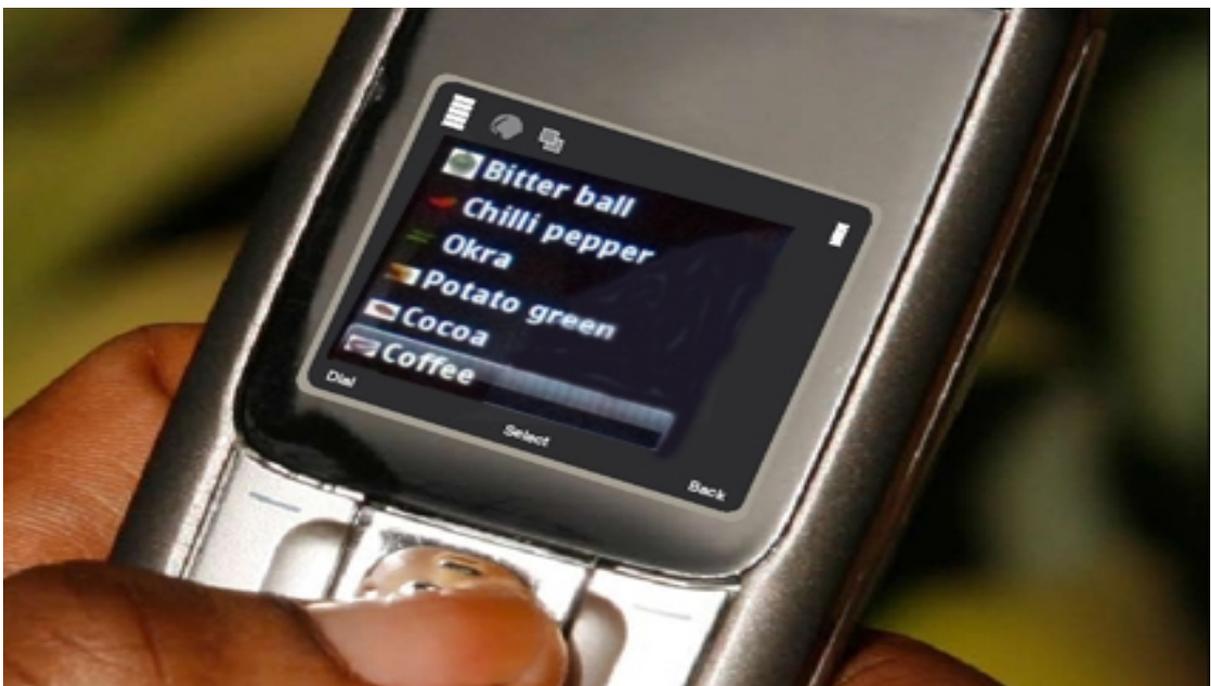




MARKET ALERTS

SHARING OPPORTUNITIES BY SMS



MARKET ALERTS

RELAY THE SMS BUSINESS OPPORTUNITIES

SHARING KNOWLEDGE BY SMS

Micro, small and medium-sized enterprises (MSMEs) don't always have the resources to conduct proper market intelligence activities and have to rely on external service providers, such as trade support organizations. In developing economies, most of these MSMEs rely on one information technology for their business and this is their mobile phone. Most of them cannot afford a feature phone, let alone a smart phone, and rely on very basic mobile phones which provide basic voice and SMS services. This is why ITC has developed a system which trade support organisation can use to send large volumes of targeted business information to MSMEs via SMS, using a simple internet-connected PC. This way, BSOs can inform their MSME members in real-time, with highly targeted business information.

A WORLD OF ADVANTAGES

Business support organisations can use Market Alerts to **send** information on **business opportunities**, critical market news, training opportunities, events or market any other service that they currently provide. With this mobile solution, BSOs can establish **destinatory groups** according to members **interests** (e.g. Sectors, destination markets, etc.)

Market Alerts allows local business support organisations to purchase SMS credit in bulk, allowing to lower substantially SMS unit price (0.03 USD/SMS) and deliver a very appreciated value-added service to MSMEs at a low cost.

Furthermore, Market Alerts Web front-end is very **user-friendly** and can be learned in a few minutes.

EASILY IMPLEMENT APPLICATION

Setting up Market Alerts for a trade support organization requires to select the right **local partners** in order to ensure service **sustainability** and appropriate service level to interested businesses. It then requires to identify the right bulk SMS providers, in order to make sure that all local telecom operators can be covered by the SMS dissemination service.

System integration is then provided by ITC, with its partners, through an identified project and can be completed within a couple of weeks.

Implementation costs are very low. Market Prices can be completed by another Trade at Hand business intelligence solution called Market Prices, which provides highly targeted product prices by SMS to micro, small and medium-sized businesses (MSMEs), on demand. (see the Market Prices documentation).

FOR FURTHER INFORMATION, PLEASE CONTACT



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