



PAGE 3: B. ABOUT YOU

Q1: Respondent details

Name	Fayeg Tadros
Organization	1Point Commerce
Email Address	ftadros@1commerce.com
Phone Number	+962796401056

Q2: Country or Customs territory

JORDAN

Q3: Organization

Private sector

PAGE 4: C. ABOUT YOUR CASE STORY

Q4: Title of case story

1Point Commerce - Global Ecommerce Network: Global Commerce Made Easy, Simple, and almost Local for buyers to buy better and sellers to sell more; enable businesses to EXPAND into new markets at minimal costs and risk.

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

After many years in research and development, a successful solution for international trade was developed. The solution fulfills the needs of buyers and suppliers and makes global commerce easy, simple, and almost local. Similar to developing a vehicle that includes many parts to take users from point A to B, all parts are assembled, and tested to work together in a frictionless way. Assisting users to fully utilize the developed vehicle, service points are provided along the way. The service points provide complete supporting services for users to successfully complete their mission. This is what our solution is all about: an Online and Off-Line infrastructure forming a "Global E-Commerce Network". The Network provides a complete Global Commerce Solution that fulfills the needs of buyers and suppliers: Buyers buy better; Sellers sell more; and for businesses wanting to expand into new markets, to successfully do so at minimal cost and risk.

Q7: Who provided funding?

Private sector

Q8: Project/Programme type

Multi-country

Q9: Your text case story

The origin of the idea:

In 1996, I was working on Real Estate development projects and looking to purchase building materials. In order to

compete in my local market I aimed to use competitive building materials to offer my customers better prices and quality.

I started sourcing products and found out that buying products from suppliers in other countries was not an easy task. At the time, communicating with suppliers in other countries was cumbersome and expensive. I had to send faxes and postage letters and even the rare email to those companies that had emails at the time. Many companies would not respond. Even using the telephone to contact suppliers was very difficult and annoying especially with suppliers in countries that did not speak English. The people that answered the phone would simply hang up because he/she did not speak English and could not understand what I was saying.

Being an engineer, and a buyer, I had to find a solution that solves my problems in buying competitive products to survive and grow my business. Subsequently I designed a business model that solves my problems.

As a buyer, I need to know the suppliers of the products I am looking for on worldwide basis; contact them; receive information on their products; compare offers; negotiate the best deal; and finally purchase products.

After the deal is done, I need to have the supporting services to inspect; ship; insure; pay; and receive the products. After I receive the products in the shipping port specified, I need a customs broker and a transportation company to deliver the products.

When buyers buy, suppliers sell. So the business model I developed solves the problems of both buyers and suppliers.

Suppliers also have their problems and needs: Suppliers need to showcase their products to as many buyers as possible on worldwide basis; fine-tune their pricing and marketing strategies; market test existing products in new markets; market test new products in all markets; negotiate trade deals; get paid; and deliver sold products. Suppliers also need additional services: finding agents in new markets, and expanding into new markets at minimal cost and risk.

To develop the business model, I moved to Vancouver, Canada. Canada, as a politically neutral country was the best choice for me at the time to develop the software. It is close to the US as a trading partner; had good trade relations with the Far East; English speaking country; and the Canadian currency was trading at \$1.35 to the US Dollar. The currency exchange rate made it possible for me to do it alone.

After I moved to Vancouver, I discussed the business model with software companies and went through the ups and downs of starting everything from scratch to develop a dynamic web-based marketplace. Finally, a working model was designed, developed, tested and was ready to go.

The Solution:

1Point Commerce – “Global Ecommerce Network” (The Network):

The Network provides a solution for buyers to buy better and suppliers to sell more. The Network also enables businesses to compete locally, expand globally, and prosper.

The Network consists of 3 integrated components (online and off-line) to provide The Solution. The components are:

1. Online components:

1.1. Global Directory

1.2. Global Trading and Communication Center

2. Off-line components:

2.1. Local Contact and Support Units (LCSUs):

2.1.1. Local Representatives

2.1.2. Local Associates (Business Service Providers) providing:

2.1.2.1. International trade services

2.1.2.2. Local trade services

The Solution covers the essential steps that companies MUST follow to survive and prosper:

1. Promotion of companies locally, regionally, and globally;

2. Introduction of products to customers worldwide;

3. Negotiations of trade deals;

4. Completion of trade deals;

5. Market testing of new and existing products on worldwide basis; and

6. Expanding into markets where existing and potential customers are located.

1. Promotion of Companies

ECpages – The Electronic Commerce Pages - www.ECpages.com – is an online business directory promoting companies at the local, regional and global levels. ECpages is designed with ease of use for users that do not communicate in the same language or work at the same time frame. Users of ECpages do not have to type any words or letters to easily find companies listed under specific categories. ECpages developed a specific messaging system for users to send messages directly to listed companies.

ECpages uses internationally accepted industrial codes for categorization: the NAICS (North American Industry Classification System), and Harmonized codes.

2. Introduction of Products (For Sale/Wanted)

1Point Commerce- www.1Commerce.com - is a Global Trading and Communication center with 'Online Negotiations' that fulfills the needs of buyers and suppliers.

Buyers need to:

- Find and contact suppliers of products on worldwide basis
- Receive and Compare offers
- Negotiate deals with as many suppliers
- Purchase the most appropriate products for their (local/regional/global) markets
- Agree to purchase and make payments
- Receive products

Thus suppliers sell. This indirectly fulfills the needs of suppliers as well.

Suppliers need to:

- Promote their companies
- Introduce products to as many buyers/markets as possible
- Market-test existing products in new markets
- Market-test new products in all markets
- Negotiate deals
- Sell products
- Receive payment
- Ship/deliver product

1Point Commerce enables member companies worldwide to negotiate trade deals online, and complete deals off-line while saving them valuable time and costs.

3. The Online Negotiation's method

The Online Negotiation method (The Method) was specifically developed for The Solution. The Method replaces face-to-face negotiations, and makes Global Commerce Easy, Simple and almost Local.

The Method allows multiple Buyers/Sellers to Negotiate-Online trade deals directly and privately with multiple Sellers/Buyers in near-real-time basis. Buyers and sellers negotiate all aspects of a transaction such as price, quantity, quality, term, guarantees, delivery mode, offer validity date, and so forth. It enables Buyers and Sellers that DO NOT communicate in the same language to negotiate trade deals on specific products by entering ONLY NUMBERS for quantity and price.

The method also transforms STATIC catalogues into DYNAMIC ones, creates new markets for suppliers' products, and enables suppliers to Fine-Tune their 'Global Marketing & Sales Strategies'.

The online negotiation method works as follows: Sellers post their products through an easy-to-use template; Buyers make their offers online with a click of a button; Sellers either counter or accept these offers online just as easily. If offers are ignored, they expire after the validity date. Accepted offers constitute 'Valid Electronic Contracts' for both buyers and sellers to proceed with transactions according to the agreed upon terms and conditions.

Example: A Seller in Argentina has a product listed for sale for US \$50. A Buyer from England makes an offer to purchase such a product for US \$40. The Seller also receives offers from Buyers in Vietnam for US \$25, and another offer from India at US \$30. None of the Buyers know about the other Buyers' offers.

The Seller now knows that there is a market for his product in 3 countries, at different prices. The Seller now has a choice to counter offer each Buyer's offer at different prices. The Seller chooses to counter at US \$44 to the Buyer in England, US \$38 to the Buyer in Vietnam, and US \$42 to the Buyer from India. Each buyer receives an e-mail message

about the counter offer informing each one to view his/her negotiations on 1Point Commerce's website. The messages DO NOT include any information about the offers/counter offers.

Buyers securely logon to 1Point Commerce and view their counter offers. Each replies according to what he/she wants to do. Buyers may counter back or accept the counter offer presented by the Seller.

The Buyer from England accepts the Sellers counter offer; The Buyer from Vietnam counters back at US \$30; The Buyer from India counters back at US \$35. The offers and counter offers go back and forth until an agreement is reached between Buyers and Sellers, Privately and Securely.

Once offers are accepted, then Buyers and Suppliers proceed to complete off-line, successfully Negotiated-Online trade deals and according to the agreed upon terms and conditions. Buyers and Suppliers may EMPLOY, at any time, 1Point Commerce's Associates' services to COMPLETE trade deals.

Bottom Line: The method CLOSES the gap between Buyers and Sellers, INCREASES SALES, and enables sellers to Fine-Tune their Global Marketing, Sales, and Pricing strategies.

4. Completion of Trade Deals

Completion of trade deals is done offline between buyers and sellers just like normal international trading. IF buyers and/or suppliers need assistance in completing deals, they can contact the Local Contact and Support Units (LCSUs) of The Network for any of the services needed to complete transactions. The LCSU consists of local Representatives, and Associates (business service providers).

Local Representatives:

ECpages and 1Point Commerce are two separate operations. Each operation has its own Representative.

1. 1Point Commerce representatives assist local companies to become global and benefit from global commerce. They are also the point of contact for companies from outside their areas in need of assistance in the Representatives' areas.
2. ECpages representatives enable the global promotion of local companies.

Local Associates:

Associates are business service providers in cities worldwide. They provide buyers and sellers, for a fee, essential business services to complete trade deals. They also assist companies wanting to expand into the Associates' markets.

Associates sharing the ability to communicate in English are divided into two main groups:

1. Global-Commerce Associates - assist companies with international trade deals, providing telecommunication, finance, credit reporting, insurance, inspection, shipping, freight forwarding, and customs brokerage services.
2. Local-Commerce Associates - assist companies wanting to expand into the associates' markets, providing legal, accounting, advertising, marketing, consultancy, translation, real estate, employment, and other services (as demanded by members).

The Administrator and/or Representatives CHOOSE and INVITE the most reputable business service providers in each city to join The Network as Associates.

It is recommended that only THREE to FIVE* service providers for each service are allowed to join The Network as Associates. Other service providers offering the same services join as members. Associates are chosen as the best service providers in each market.

*[Companies wanting to employ such services usually ask for three quotes].

Why would Associates join The Network?

The Network generates additional revenues for Associates from outside their local market. They also become the first

point of contact for all companies from outside their area, for their specific services. Furthermore, Associates, in cooperation with other Associates offering the same services in other countries, form a global network for their specific service, and become in a position to offer their local companies, global services.

Members Benefits:

Suppliers:

1. Promote their companies globally;
2. Immediately introduce their goods and services to worldwide buyers, and trade with the world (web-based, no software to download);
3. Save valuable time and costs in negotiating trade deals with multiple buyers in private (days versus months)
4. Complete trade deals
5. Increase sales worldwide
6. Create new markets
7. Fine-Tune their global marketing and pricing strategies
8. Market-test new products
9. Expand into new markets at minimal cost and risk by employing our Associates' services in new markets.

Buyers:

1. Promote their companies globally
2. Immediately find and post their requests for goods and services to worldwide suppliers
3. Compare products from global suppliers
4. Save valuable time and costs in negotiating trade deals with multiple suppliers, in private (days versus months)
5. Purchase the most suitable products
6. Save on purchases
7. Compete locally by purchasing the most competitive goods and services from global suppliers and transferring those savings to their local customers

The Network adds value to users in increased sales and savings on purchases.

Membership Fees:

1. ECpages: basic listing of companies is free of charge. There is an annual charge of US \$195 to verify that companies are open for business (verification of physical location and/or official registration).
2. 1Point Commerce: Monthly membership fee US\$95; Quarterly US\$195; Annual membership fees at US \$495*. In some countries, Representatives (with the approval of the head quarters at 1Point Commerce) may offer discounts to attract companies to become members. Discounts range between 25 to 50% for the first year. The membership fees apply equally to buyers and suppliers.

[Based on actual studies made by the UN's Trade Points and other membership-based operations, businesses do not value the services of companies offering free services. The annual fee of US \$495 is below the US \$500 limit, which companies usually grant middle managers to spend on miscellaneous office expenses.]

Why would members join The Network?

The Network fulfills the needs of Buyers and Suppliers. Buyers need to find products from global sources, compare offers, negotiate trade deals with many suppliers, and purchase the most suitable products.

Suppliers need to promote their businesses, increase sales, find new buyers, create/open new markets, and fine-tune their global marketing and sales strategies.

The Network combines the online and off-line infrastructures for buyers and suppliers to complete trade deals, and expand into new markets at minimal cost and risk.

The alternative to 1Point Commerce is VERY expensive for buyers and suppliers.

Responsibilities:

Representatives:

Representatives:

1. Promote The Network in their local markets
2. Assists local companies in:
 - a. Applying for memberships
 - b. Adding their products
3. Assist companies from outside their area, assisting them in their international trade needs
4. Assist in building the Associates business units
5. Assist manufacturers and original service providers from outside their markets in finding local agents
6. Spend 5% of gross revenues towards local advertising

Administrator of The Network [1Point Commerce & ECpages]:

1. Expand The Network to cover more countries/markets
2. Support Representatives, and Associates (technical and otherwise)
3. Add new services to meet members' demands
4. Spend 5% of gross revenues towards global advertising

Revenue Sharing:

Revenues are shared with Representatives (40% of new memberships, and 20% of renewals). Revenues are generated from:

1. 1Point Commerce:
 - a. Membership Fees
 - b. Associates fees
 - c. Agency fees
2. ECpages:
 - a. Verification of Companies
 - b. Sale of Directories

Representatives have defined and protected trade areas, and share in the incomes generated in their trade areas.

1Point Commerce's Representatives work with ECpages' Representative to maximize the benefits for local companies. The more companies ECpages has, the more members 1Point Commerce will have.

Target Market – Small to Medium Sized Enterprises (SMEs). Our targets SMEs are manufacturers, traders and wholesale distributors.

Categories: The Solution was developed according to two main, internationally accepted industrial codes: the North American Industry Classification System (NAICS) and the Harmonized Industrial code. These codes cover a wide range of products and services. Utilizing international standards ensures worldwide familiarity, maximizing efficiency and minimizing communication errors.

Market Reach: An aggressive and deliberate phased entry, over 3 - 5 years, into 50 to 150 major commercial centers worldwide is achieved by either leveraging existing capabilities of strategic Partners/Representatives through mutually beneficial commercial relationships (win/win policy); AND/OR employing sales people in major markets.

Competitors: There are many companies offering PARTS of what The Network offers.

Competitors include:

- 1- Trading Houses
- 2- Import/Export Companies
- 3- Online Directories
- 4- Online Trade Portals (Alibaba.com; GlobalSources.com; ECplaza.com; MadeInChina.com, etc.)
- 5- World Trade Centers
- 6- United Nations Trade Points Network

Competitive Advantage: The 1Point Commerce structure was created from the outset to combine a virtual and physical presence and focuses on an international audience of SMEs, differentiating it from many country-centric or purely virtual intermediaries. It also differentiates itself by providing VALUE to member companies in:

1. Increased sales, and
2. Savings on purchases

1Point Commerce offers companies:

1. Our 'Dynamic Online Negotiations' method that replaces the face-to-face negotiations; closes the gap between buyers' offers and sellers' counter offers, and increases sales
2. An immediate, and cost-effective browser-based e-commerce solution
3. Supporting services at the local level for buyers and sellers to complete trade deals
4. Standard categories - based on internationally accepted industrial coding system standards to minimize communication errors
5. Standard language – English, familiar to Representatives and Associates to minimize language barriers and increases trade
6. Standard currency – US \$ quote to allow companies to compare prices of similar products, fine-tune their global marketing and pricing strategies, and purchase competitively priced goods and services from global sources
7. An interactive, dynamic e-commerce solution that is easy to use and generates results

The Network transforms itself into the FIRST "Global e-Corporation" for any company to use as its own. Imagine the possibilities!!!

Contact:

Mr. Fayeg Tadros, President & CEO

US Tel +1 206 497 4679
Mobile +962 79 640 1056

FTadros@1commerce.com
www.1Commerce.com
www.ECpages.com

Q10: Lessons learnt

- 1- Finding a solution for international trade was not easy. When I started developing the solution it was a new idea and the readymade software that is available nowadays had not been developed yet. As such I had to pay a lot of money to employ tech savvy developers that could do the job. So the project cost was three times the initial projected cost. Everything had to be done from scratch, now developers and software engineers are more accessible.
 - 2- Trading companies that I contacted in different countries to become part of 1Point Commerce and act as representatives did not do anything. The companies were interested in trading ONLY. I was waiting for them to contact local manufacturers and present the solution, and they were waiting for me to add the products on the website. Lots of time wasted. Trading companies were not the ideal solution to act as representatives; 1PointCommerce required a more hands on approach.
 - 3- In presenting the solution to local Chambers of Industry, they liked the solution BUT they never made any effort to promote it to local manufacturers. The persons in charge stopped returning my phone calls to move forward; Either they were scared showing that they did not know much about eCommerce, OR they were not interested in promoting a new solution that would jeopardize their controlling position. This reinforced my intended aim of having representatives do the ground work, connecting local manufacturers to the international trading world through 1PointCommerce.
 - 4- In a developed country like Canada, in the years 1999 to 2003, businesses showed no interest to sell to other markets but the US, since 85% of their products are pre-sold to the US. Why bother exploring new markets when everything is already sold. This showed that 1PointCommerce is a good solution for markets that want to sell products internationally. Though over time with an increased database and presence it would also benefit developed countries.
 - 5- Selling this business model to local manufacturers has to be done professionally. Regional offices in the 5 continents must be opened simultaneously and marketed at the same time or within a short time frame. The opening of regional offices coupled with other offices in major trading countries establishes the brand, and the marketplace will be populated with products that buyers want. This initiates the buying and selling cycle.
 - 6- Manufacturers did not entertain the initial package of a transaction fee coupled with a low membership fee, instead they reacted more positively towards higher membership fees and no transaction fees.
-