**Premium SMS**

Qualification Form



www.vodacommessaging.co.za

Date: 6 March 2019

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| We recognise how much easier it is to get things done with your suppliers and partners if you know who to talk to. If you have any queries or would like additional information, please contact:  [sales@vodacommessaging.co.za](mailto:sales@vodacommessaging.co.za)  [support@vodacommessaging.co.za](mailto:support@vodacommessaging.co.za)  [www.vodacommessaging.co.za](http://www.vodacommessaging.co.za) |  | Contents  1. Company Details 3  2. Executive Summary: 3  3. Background of the business requirement: 3  4. Objective: 3  5. Market Insight: 5  6. Opportunity assessment: 5  7. Target Market: 5  8. Advertising: 5  9. Benefits to the End customer: 5  10. Projections/Advertising: 6  11. Projections on Revenue: 6 |

# Company Details

|  |  |
| --- | --- |
| Company name: |  |
| Company registration number: |  |
| Vat Registration number: |  |
| Physical Address: |  |
| Postal Address: |  |
| Telephone number: |  |
| Fax number: |  |
| Contact Person: |  |

# Executive Summary:

(Provide a brief overview of the service requirement)

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# Background of the business requirement:

(What has led to the need for this code?)

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# Objective:

*(*What do you want to achieve with this code?)

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# **Market Insight:**

(Provide results of any pilot or research surveys conducted on the target market you will be advertising the code to))

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# **Opportunity assessment:**

(What opportunity has been identified where the code would be of use?)

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# Target Market:

(Provide the target market of service of the market size, normally informed by **age**, **income**, Vodacom **tariff**, **access** to ICT services.)

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# **Advertising:**

(How will the services be advertised to draw more customers?)

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# **Benefits to the End customer:**

(Why would a customer want to use a service/code?)

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# **Projections/Advertising:**

(How many people will use the short code, how will it be **advertised** to the target market)

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# **Projections on Revenue:**

(Provide information on how much the company is planning to make in profits.)

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Upon completion of this form please forward it to [VodacomWASP@Vodacom.co.za](mailto:VodacomWASP@Vodacom.co.za) for qualification assessment.