

Comments from Marcus Harris

Subject: Black Discount Buying Network

I saw a comment from Andrew in the U.K. (December 24, 2009) on the BlackEconomics.org Web site. I agree with what he said. Here's how I see it being a success for everyone.

Black businesses should offer to the consumers a 50% discount on an item that can be featured by a network of black consumers. I'm not talking about giving away the store. However, I am talking about making an offer to entice the consumer to come into your store to buy that item and possibly other items. For example, if you own a convenience store, maybe you could offer 1/2 off on your drinks/sodas and once the alert goes out to the consumers on the network in that area, they will come in to buy the 1/2 off drinks/sodas, but they will also buy gas or chips or other items.

WIN - Business owners to have tons of new customers.

WIN - Consumers to receive 50% discount on featured items.

WIN - Customers who recruit other customers and businesses that join the network receive 5% of all purchases made by consumers in their group of customers

Let's make it financially rewarding for customers to go out and recruit other customers for the Black Consumer Network.

Here's how. The network itself will promote any business that wants to offer 50% deals to the Network's consumer base. To build that consumer base, any consumer who shares their link with other consumers (family, friends, associates), and businesses that would like to have their business featured; they will receive 5% of the sales made 5 levels deep.

Businesses also receive additional benefits by telling their current customers about the network. They also benefit by offering deals through the network because it's FREE advertising. When those customers join the network, when they receive alerts about other business offers, and when they purchase items at other businesses, the business through which they joined the Network will also receive 5% commission from the purchases that they make at other businesses.

This produces perpetual benefits. Customers receive 50% discounts and businesses receive FREE advertising thru the network. The network continues to grow because current network members continue to share and sign up other consumers. They are motivated to do this because they are rewarded 5% of the purchases made through businesses in the network.

This is being done here in the USA with major companies but none are focusing on Black Businesses.

I believe we should start our own Group Discount Buying Network for Black businesses.

One company here, Groupon, has turned down a \$6 billion offer from Google!

I'm in the beginning stages of work on this idea.

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02/09/11