

### Introducing The Fone Shop at Chemcare Pharmacies

# Bringing technology into other provinces

Times gone-by if you wanted to buy the latest technological products in PNG, you had to either live in the NCD or travel into Port Moresby to pick-up the latest deals and technological advances that come into the country.

This is no longer the case thanks to Chemcare Pharmacies, who are bringing high-tech products into other provinces.

This week, we had the privilege to travel to Lae, Morobe Province and carry out a Q and A interview with Japheth Tulod, the Retail Operations Manager for Chemcare Pharmacies who explained the rationale behind their new "Fone Shop" concept.



■ Highlighting the rugged beauty of the Blackberry

**Q - What is "The Fone Shop?"**

**A -** "The Fone Shop" (also known as TFS) is a concept that was developed by our directors when they saw a weakness in the national market. When we travelled into POM on business we could get our hands on the latest phones, cameras and gadgets, but when we came back home to Lae and into our other provinces, this same technology simply wasn't available. Therefore, what we did was convert a section of some of our prime pharmacy businesses throughout the country into technological hubs, which we named "The Fone Shop"

**Q - Sounds like a neat idea, where throughout the country are "The Fone Shop" stores located?**



■ Increasing your memory just got even cheaper at The Fone Shop!

**A -** We located one of our first stores in Eriku, Lae inside our Andersons supermarket. This was a prime location as the supermarket had a huge amount of through-traffic into the store. I remember when we first set this up, it kind of became an instant hit with the local people of Lae who had never seen anything like this before.

After this, we set up further Fone Shop stores inside Mount Hagen Pharmacy, inside Chemcare Pharmacy in Harbour City and our most recent addition at Morobe Pharmacy, Lae.

**Q - So you obviously sell phones. What is your most popular brand?**

**A -** Nokia phones are pretty much our "bread and butter" at The Fone Shop. People in the outlying provinces like tried and tested products and they have always seemed to have recognised Nokia with a quality phone which they can rely on, even in the toughest of conditions. Likewise, we have found that Blackberry phones have sold really well in our outlying provinces too.



■ Two locals in The Fone Shop at Morobe Pharmacy showcase the huge range of music accessories available

**Q - You mention toughest conditions?**  
**A -** Hey it gets wet in this province

man! During the wet season it gets wet and in the dry season it gets dusty, so our technology has to be pretty robust out here. Most of our local guys and girls out here like the Nokia and Blackberry phones because they are quite sturdy and can stand a good knock if it happens.

**Q - What models are your top sellers?**

Popular models in our outlets are The Nokia 5130, Nokia C3-01 and the Blackberry 8520.

The Nokia 5130 - also known as the 5130 Express Music is a popular brand because its capability for music. National people, especially in the outlying provinces love music, and the 5130 allows them to take their



■ The Fone Shop brings technology to your door - wherever you are!

music passion to the max. It's got a great little radio and you can upload your own music onto the phone too. You can actually get up to 21 hours of music playback on this phone which is quite astounding for a set which is said to be in the "introductory range" of phones.

In a similar vein we have seen that the Nokia C3-01 has also proven to be very popular, especially in the Highlands area. This phone envelops the touch and type concept which was a real novelty for us. It's quite a compact little phone and comes with a five megapixel camera which is a cool addition for this type of handset.

For the business user in this neck of the woods, they fell in love with the Blackberry 9810 and we sell them here by the bucket-load! This is pretty much a no-nonsense business phone which is ideally suited for rough and ready PNG business. You actually get a lot for your money with this unit which comes bundled with rubberised edges and a rock-solid QWERTY keyboard with two

megapixel camera.

In saying that, we also sell a lot of PNG's higher-end models such as the Samsung S3 and Apple iPhone 5. These can be protected from the tougher elements by our huge range of screen protectors and rubberised or titan phone cases available.

**Q - So do you just sell phones?**

**A -** Phones are just the beginning... We have found that people in our outlying provinces also have a real love for cameras too.

We received a lot of enquiries at the beginning, so we delivered. To begin with we specialised in Nikon cameras, especially the L, S and P point and shoot range, with the L25 being our most popular seller. At just K399.00 who can blame them? This is because with that particular model you also get a free carry pouch and two rechargeable batteries with a charger.

We have since proudly added to our range with AGFA, Polaroid and Samsung to name just a few and have also introduced DSLR cameras to the mix!

**Q - You quite rightly mentioned that as nationals we love music! So what do you have to tempt us at The Fone Shop?**

**A -** All of our retail staff at The Fone Shop are born and bred PNG, so their passion for music really shines. I would like to think that we have some of the most extensive lines



■ The Nokia 5130 ExpressMusic - one of the Fone Shops best sellers!

of headphones, speakers and music accessories in the country at The Fone Shop.

Our ranges include "Beats by Dr. Dre" headphones and speakers and the new range of Sonun headphones. The Sonun headphones have be-



■ The Nokia C3-01 - bringing you a touch and type function

come a big-seller quickly because of the sheer range available, ranging from traditional chunky through to in-ear headphones in a wide range of colours in pinks, blues, blacks, whites and green! They come and great prices to, starting from under K20.00!

If you want to extend your range of music even further, we now stock the full range of memory devices to boost up your storage capability too from 2GB - 32GB, with 2G SD cards micro SD cards and flash-drives starting from just K14.90.

**Q - So what are the plans for The Fone Shop in 2013?**

**A -** Well due to the success of The Fone Shop at Harbour City, Eriku and Morobe we are due to launch the all new Madang store next year. Watch out for some great deals appearing there real soon.

Likewise, in order to celebrate the opening of The Fone Shop at Morobe Pharmacy Lae, we are going to offer all of our readers a special offer! While stocks last, if you spend just K300 at any of The Fone Shop outlets, get a free 4GB SLIQ pen drive.

**Q - Thanks for your time Japheth. What will you be up to this Christmas?**

**A -** I will be chilling-out mostly with wantoks and family in Lae. I would like to wish a blessed Christmas and New Year to all of your readers. Cheers!

## The Fone Shop

■ With more outlets opening again in 2013 - The Fone Shop goes National!

# It's time to celebrate with The Fone Shop



Mobile Phones, Cameras, Headphones, Memory and so much more. Spend over K300 at any of our Fone Shops listed and get a 4GB flash drive absolutely free (while stocks last)