

## Alternative communication options more attractive in tough economic times – TeleMasters

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By: [Chanel Pringle](#)

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Declining South African markets would assist least-cost routing provider TeleMasters, as cost-conscious companies started looking for alternative communication avenues to reduce their overheads, the company asserted on Monday.

The provider, led by CEO **Mario Pretorius**, said in a statement to shareholders that its businesses continued to grow, despite a general decline in local economic trading.

The company noted that it had seen an "appreciable increase" in every facet of the business.

Net profit for the year ended September 30, 2008, increased by 27% to R14-million, compared with R11-million the year before, while headline earnings a share were up 23,6% to 33,33c a share, compared with 26,95c a share in 2007.

Revenues were up 18,75% to R179-million for the year, compared with R150,7-million the year before.

"This has been a very satisfactory year and our results reflect the success of our business strategy," stated the provider.

TeleMasters was increasing its service offering and had, in the past year, signed four new distribution agreements, while it was investigating more opportunities.

Further, the company had grown its dealer market.

It would continue to look for acquisitive opportunities and had already targeted a number of operational acquisitions.

### LOOKING AHEAD

Meanwhile, the company had now implemented a "counterintuitive" sales strategy to deal with the economic downturn, by adding more sales and business development managers.

Further, it has altered its remuneration strategy and would continue to increase its market presence indirectly.

The provider noted that it would put emphasis on strategies to retain customers.