

FastAlerts Business Model			
	Cost	SMS	Validity
Initial Investment	100,000	3L SMS	Unlimited
Monthly Sales	25,000	100,000	3 month
	25,000	100,000	3 month
	25,000	100,000	3 month
	25,000	100,000	3 month
	20000	50,000	2 Months
	20000	50,000	2 Months
	20000	50,000	2 Months
	20000	50,000	2 Months
	20000	50,000	2 Months
	4000	10,000	1 Month
	4000	10,000	1 Month
	4000	10,000	1 Month
	4000	10,000	1 Month
	4000	10,000	1 Month
	4000	10,000	1 Month
	4000	10,000	1 Month
Total Sales	228,000	720,000	1-3 Months

We have seen that even when customer purchases 1L sms -> He send only few of that
Thus even with 3L SMS - reseller can go ahead and make sales up to 10L SMS
moving into profit and +ve cash flow enabling to do further business.