



Arinda Internet  
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# Case Study

## M&S Internet

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### Internet Cafe Business

**M&S Internet**  
Sydney, New South Wales, Australia



M&S Internet is rapidly expanding their business across Sydney through a combination of internet cafes, kiosks & wireless hotspots in shopping centres, caravan parks, clubs, and other venues

## Business profile

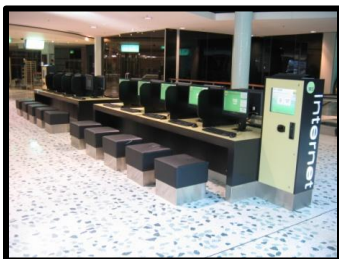
M&S Internet first contacted Arinda in April 2008 to setup a 20 terminal internet cafe in the prestigious Harbourside shopping centre in Darling Harbour, Sydney. Since then, they have setup similar self-serve internet cafes in Norton Plaza and Pittwater Place, and also internet kiosks in the Wests Leagues Club and Sheralee Caravan Park.

Myint and Saw, the husband and wife team that owns M&S Internet, want to build a business with a strong passive income stream so that they could quit their current employment. Their goal was to replicate their existing employment income using a business model that allowed them to have more time free to spend with their new baby girl.

## Locations

M&S Internet use our automated Surf Easy software and billing systems to deploy multiple internet cafe units across Sydney that are fully automated with a self-serve system. These systems run 24/7, without staff intervention, meaning that Myint and Saw can benefit from strong passive revenue streams even while they sleep.

Working closely with Arinda, M&S Internet find new sites which they either lease or use a profit-share model. Arinda also provides M&S Internet with new site referrals, client referrals, and also contracts them to assist with on-site installation and support with other Arinda clients in the area.

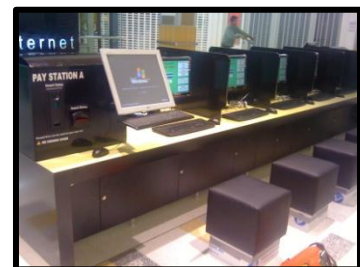


### Darling Harbour

The flag-ship site for M&S Internet is their 20 terminal, fully-automated internet cafe in the Harbourside complex in Darling Harbour, Sydney. The site has 2 self-serve pay stations that accept both cash and notes. The site also has a wireless hotspot for laptop users. Customers can purchase extended access plans and return repeatedly to use their remaining time.

### Pittwater Place

Similar in design to the Darling Harbour site, this 11 seat internet cafe in Mona Vale on Sydney's northern beaches also uses a self-serve payment station. This site also has a printer for automatic print billing, and a wireless hotspot for laptop users. Customers simply purchase time through the pay-station and then access the internet by typing in their username and password.



### Norton Plaza

Much like Pittwater Place, this 11 seat internet cafe is located in the Sydney suburb of Leichhardt, and also offers wireless and printing. M&S Internet builds customer loyalty by allowing customers to return over several visits to use their remaining time.

### **West's Leagues Club**

M&S Internet also provides two coin-operated internet kiosks on a profit-share basis at West's Leagues Club in Ashfield. The sleek, black, slimline upright steel internet kiosks are popular with both members and their guests.



### **Sheralee Caravan Park**

This popular caravan park in Rockdale has two M&S Internet coin-operated internet kiosks and a wireless hotspot on a profit-share basis. The internet kiosks have very high usage.

## **Benefits to M&S Internet**

M&S Internet have gained many advantages and benefits by partnering with Arinda Internet and using Surf Easy products.

Rather than simply supplying hardware and software, Arinda has also provided M&S Internet with training, installation assistance, advice, and site referrals. All of this helps M&S Internet to grow their business faster, and minimise risk.

Specific benefits have included:

- High-quality, commercial grade Surf Easy products
- Fully automated, self-serve systems
- Advice on business models
- Advice on pricing, revenues and profitability
- Assistance with new site selection
- Ongoing customer leads and referrals for new sites
- On-call technical support and assistance using remote access software
- Internet content filtering management

**There is incredibly high demand for Internet access in locations outside the home or office, creating very lucrative opportunities for smart players who act quickly with the right solution.**

## **Financial Analysis**

The internet kiosks and internet cafes provide the M&S Internet owners with a 30% to 40% net return on their investment each year. This is a significant return for a predominantly passive investment. The positive cash flow and high net profit allows the business to fund new sites and expand into new deployments.

## **Build your own business**

You too can quickly build your own internet cafe and kiosk business using Surf Easy products and Arinda Internet's expertise.

We have recently launched new a training program specifically covering the various business models that can be used to sell internet access to the public.