



Restaurants & the Food Service Industry

In an ideal world you could trade your gift vouchers directly with your own existing suppliers for things you need. Unfortunately this is not always practical.

Using Ormita you can purchase advertising, make renovations, undertake new promotions, reward customers, incentivize staff and offset other cash expenses by trading 'future meal credits' or by including Ormita as a way to increase your current sales.

Ormita acts as a centralized marketplace for the exchange of goods and services, allowing its participants to engage in virtually any type of trade while eliminating the complication of direct transactions.

As a seller, your restaurant would receive part of your sales in cash (between 0-30%) with the balance being paid in credits towards the goods or services you needs.

When it comes to spend you make purchases in credits within the Ormita system and pay only a small portion in cash.

Your fees to Ormita are technically paid for out of the cash received from those members who buy your gift vouchers or pay using their Ormita card.

An Example Transaction

Let's say your restaurant wants to buy \$1400 worth of advertising on the local radio station which is also a member of Ormita.

As an Ormita member all you need to do sell a set amount of meals to other Ormita merchants in the form of your own gift certificates (*future sales*) or by accepting the Ormita card (*at point of sale*).

You receive some cash (*to cover sales-tax and our fees*) directly from the buyers at the time you sell – even though, in the case of gift certificate sales, you may not yet be supplying the meals. The balance is received in credits within the Ormita system.

To buy you simply transfer \$1400 in Ormita credits to the radio station and complete the purchase.

You now have \$1400 in advertising at a cost of between 30% - 50% (*the raw material cost to make the meals*) and you have instant cash in your hand for sales tax and your Ormita fees now.

Ormita introduces new customers to your establishment, creates referral business, affords you new ways to expand without putting any of your existing cash at risk and lets you buy at a discount.

Summary of Benefits

- A new opportunity for restaurant owners to trade meals for things they need.
- You can choose to trade on a once-off basis or as part of an ongoing supply arrangement, receiving essential goods and services in return for your meals.
- With an average cost of food at around 30 cents on the dollar - you are successfully trading your meals for products you would otherwise buy in cash.
- Ormita supplies a ready market for your restaurant vouchers or you may choose to accept our card on a free-flow basis.
- Research shows that, in general, less than 75% of all vouchers ever get redeemed and that a guest with a certificate tends to purchase more than the certificate itself.
- You may also get the "breakage" on the certificates you produce - if a customer does not spend the full value of certificate you do not refund the remaining balance.
- Get access to high-value products and services not normally available in other capital exchange markets for cents on the dollar.

A Unique Offering

- The customers we bring you pay you cash to cover your transaction costs, sales taxes and other expenses.
- 24 hour, 7 day a week live brokerage services.
- Buy, sell and transfer funds online.
- No monthly fees and no annual fees.¹
- Lowest overall price in the industry.
- No cash outlay until we have met both your buying and selling needs.

¹ Subject to customer meeting minimum trading volumes per month.

Read more on the next page

Some other Benefits of the Ormita Service

Save Cash

- Realise full market value for non-recoverable, non-recyclable, limited commodities or otherwise unsold stock or time.
- Access interest free credit and repay borrowings with new sales.

Increase Your Asset Base

- Buy at a discount of up to 90%.
- Invest in other businesses without the need for cash.

Increase Your Financial Liquidity

- Convert existing bad debts to assets.
- Pay existing creditors from new sales.
- Convert equity from slow moving inventory or unsold appointment time.

Attract New Cash Paying Customers

- Access innovative ways to new cash contract tenders.

Build Your Brand

- Build a community network around your brand.
- Expand distribution channels and market reach.
- Align your business with charities and community enterprises.
- Gain repeat business and take customers away from the competition.
- Improve your social standing, customer and staff loyalty.
- Create local business opportunities within your community.

Retain Staff and Customers

- Create customer loyalty programmes.
- Provide staff incentives.
- Implement a staff donation/giving programme.
- Pay for client entertainment.

Become More Efficient

- Substitute imports with higher quality, locally provided goods or services at wholesale price.
- Decrease wastage and develop new consumer habits.
- Get more out of your employees with employee rewards and buying programmes
- Take overstocked, last season or end-of-line items off-market while earning full retail value.

With Ormita your new customers cover your transaction costs, sales taxes and other expenses.

Turn Non-Producing Assets Into

... Advertising, Asset Purchases, Business Supplies, Capital Expenditure, Client Entertainment, Equipment Purchases, Food, Freight, Graphic Design, Hardware Leases, Health and Beauty, Holidays, Maintenance & Repairs, Marketing, Medical Services, Needed Goods, Office Supplies, Packaging, Promotional Items, Refurbishments, Signage, Staff Rewards, Stationery, Technical Supplies & Services, Travel, Wholesale Items...

... and much more...

And our customers pay your sales tax, our fees and most of the replacement cost of your product – in cash.

How we make it happen

- Step 1** You register your interest online with Ormita.
- Step 2** One of our Client Directors will meet with you to create a needs analysis of your regular and upcoming business expenses, community commitments, investment goals and lifestyle enhancement ideas.
- Step 3** A buying schedule will be created - representing a minimum of \$2,000 worth of you cash expenses per month.
- Step 4** Your Client Director will find suitable suppliers to provide many or all of these expenses.
- Step 5** Once our suppliers agree to sell, your business begins its commitment to provide a fixed amount of your product or service to our other customers.

You are only charged fees once we have a commitment from our other businesses to supply to you.

You only begin selling once we have a regular spend cycle in place for you.

No false commitments – just a business working to meet your needs.

Become a Member Today:

Do you want to know more about Ormita or become a member?

Enter your details at www.ormita.com and one of our representatives will contact you shortly.

You can also phone us on any of our numbers across the country, speak to your local representative or email us at customer-service@ormita.com.



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Adelaide (08) 7423 0109 • Brisbane (07) 3121 9657 • Bunbury (08) 9774 0105 • Campbelltown (02) 4602 4115 • Canberra (02) 6160 1477
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