



RHOYXON MARKETING PTE LTD

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Tel: 65 – 6289 4466, Fax: 65 – 6289 6726

Dear Valued Customer,

Date:

Thank you for making your purchase with us! We have recently implemented a “Be-our-Friend” scheme. If you’ve benefited from our product knowledge & maintenance tips, and you’d like your friends/relatives to benefit too, become a Friend of Rhoixon!

All you have to do is to tell a friend about us, hand the form to your friends/relatives thinking of replacing their kitchen appliances or moving into a new house. You may make copies of the form (complete with your customer code/invoice no.) if you wish to further spread the word. Accompany your friends/relatives to make their purchases or simply ask your relatives/friends to present the form to our sales representatives.

As a small token of our appreciation for your recommendation, you will stand to receive up to \$107 worth¹ of vouchers with a 5 year expiry date! You don’t have to redeem your vouchers right away - you can choose to accumulate them over the course of 5 years and redeem them before expiry.

It’s that easy! Be our Friend today!

Yours Sincerely,

Joan Low
Marketing Manager
Rhoixon Marketing Pte Ltd

This is a computer generated letter. No signature is required.

敬爱的顾客们，

感谢您在乐声牌意大利煤气炉专卖店，选购乐声牌产品！我们目前正在进行一项市场营销计划 – “成为乐声牌之友” 真诚推荐。我们深信您对产品的了解，如质量、功能、保养等，有助于产品更加耐用，并赢得您的信赖。相信您也乐意与亲朋戚友一起分享，让他们也能从中受惠。

您只需告诉您的亲朋戚友，您对产品的信赖与使用心得，并把推荐表交给亲朋戚友们，让他们把推荐表交给我们的售货员即可，或与他们亲临我们的陈列室选购。（推荐表可自行复印或向我们索取，别忘了填上您的发票单号）

成功的推荐者，将会获得最高达\$107元的奖励购物礼券¹，礼券的有效期长达5年！您可选择累积购物礼券，以换取更高价值的产品。

就是这样简单！今天就成为乐声牌之友！ - 乐声牌产品的代言人

¹ Terms & Conditions apply – vouchers issued for purchases from \$321.00 and above (inclusive of GST)

Q: Will you recommend Rhoixon products to your relatives and friends?

A: Yes I'd be happy to! I'd gladly become a Friend of Rhoixon.

Indeed, we believe that our "Friend of Rhoixon" scheme will be well received by our customers.



Because we have a WINNING FORMULA based on the following:

Product Knowledge: We educate you, turning you into hob experts by equipping you with the necessary product knowledge and not PUFF.

Product Maintenance: We provide cleaning & maintenance tips to maximise product satisfaction and prolong product durability.

Product Care: We teach you product care from the start of renovation till the end, so you can take precautions to minimise unhappiness arising from poor handling.

Italian Hob Specialist: We sell genuine Italian products - We don't believe in lies

Direct sales: As an importer, We sell directly to you. No middleman = better rebates

Cash & Carry: We pass the savings back to you when you cash and carry at our centrally located warehouse at 27 Playfair Rd - Parking is FREE.

Trust: We value your trust - Country of Origin is always stated clearly on price tags.

Brand Protection: Since our establishment in 1985, We've taken extra care in safeguarding our brand by importing good products which in turn has brought us many long term customers.

You've enjoyed the above benefits. Surely, you'd want to share the good news with your loved ones so that they may enjoy cost savings and benefit from the Rhoixon experience! Spread word of us and become a Friend of Rhoixon today!

To thank you for participating in our "Be a Friend" scheme, we wish to reward you with token vouchers of appreciation.

Anyone can become
an EXPERT!



Is it made in Italy?

Simply pick up the burner

One look is ALL it takes



**Genuine Italian burners are
all embossed with "SABAF"**



It's that EASY !

How do I choose?

Now that you know, tell your relatives and friends what they first have to consider when shopping:

- 1 Country of Origin
- 2 Standard Hob Sizes for easy replacement
- 3 Maintenance (The most practical factor since you will be using it!)
- 4 Price of Hob
- 5 Brand of Hob



Rhoixon Italian Hobs Outlets

You've placed your trust in us. We guarantee that the Italian hob you've purchased is imported from Italy.

**Product Demonstration
in YOUR kitchen**

Let your friends witness for themselves "a flame fit for Asian cooking" on our 3 Ring burners in your kitchens. Let them see also the SABAF logos and our S/Steel rust free caps

I'm a Friend of Rhoixon

Customer code

My Name:

Introducer

Address:

Postal:

Tel (H):

Mobile:

Rhoixon Models in My Home:

Hob:	Hood:	Oven:
Sink:	Tap:	S/Steel Wall Panel:
Other Products:	Other Products:	Other Products:

Purchase Date:



I have confidence in Rhoixon - House of Italian Kitchen Appliances

Tell your friends and relatives:

Do you know the difference between Rhoixon outlets and other dealers by now? Our sales representatives give only factual product information. We are transparent. There is no ambiguity nor puffery - Product features, country of origins are clearly stated on price labels. All customer purchases are entered into our database to facilitate after sales service - we have records dating back a decade! Our distribution channel makes you the biggest beneficiary!

We hope that you'll recommend us to your friends and relatives!

We sincerely invite you to become our Friend today! We firmly believe that your heartfelt testimonials are the best stamps of approval. A goodwill recommendation from a satisfied customer will greatly boost confidence in our products. Demonstrate to others the efficiency of our products - Your kitchen IS our showroom!

How to become a Friend of Rhoixon?

Simply pass this flyer to your relatives and friends so that they can submit it at our showrooms when they make their purchases OR you may choose to accompany them down to our outlets. Every successful recommendation will be entered into our database and you will receive points vouchers which last 5 years. During this period, you may continue to accumulate points or redeem them at any of showrooms for items of equal or equal or greater value.

BE OUR FRIEND - NOT JUST A CUSTOMER!

Marketing Distribution Channels

Traditional

21st Century

Factory

Factory

Importer

**Importer
Retailer**

Wholesaler

Dealers

Consumer

Consumer

It's not win-win, But WIN-WIN-WIN

It's not about the Rewards

It's about Relationships

It's about Trust

WIN

All relationships are built on trust. At Rhoixon, we are looking at building long lasting relationships. We want to WIN our customers' trust. Every step that we take serves to do just that.

Just like how you'd gladly introduce a nice friend to another, we believe that you'd introduce our products out of goodwill because you have tried them and found us reliable.

The vouchers are just little tokens of appreciation to show our gratitude. We're sure your loved ones will be grateful for your help as they WIN for themselves greater savings and value for money.

Finding inflation tough to cope?

We teach you how to cope

**Rhoixon
Direct Marketing
No middle man**

Package offer

**0% Interest free
Instalment plan**

**Cash & Carry
Free Parking**



**Rhoixon HQ / Cash & Carry Centre
Rhoixon Marketing Pte Ltd
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Singapore 367991
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