

Macumba

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Target:Low income afro-american expatriate

Positioning:n°1 for afro-american countries

Unique selling proposition:Call it's magic and Use of local languages

Minutes:High minutes for Africa and

Latin America, Good quality
interactive call attendant

Billing:Rounding, Set-up and admin charge
<http://www.macumba-card.com/>

Customer service:Yes, via an