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Prime Communications LP helping Houstonians stay in touch

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Farid Virani, President and CEO

Prime Communications LP develops and operates retail stores for national wireless brands such as Cingular and Verizon Wireless.

The company began in 1999 by selling wireless phones and accessories from a small kiosk in a Houston mall. From there, Prime Communications opened more mall kiosks and walk-in and stand-alone stores in urban areas of the South and Southeastern United States.

It now owns and operates 150 such specialty stores in Texas, Georgia, Florida, Alabama and North and South Carolina.

Seeing a need on the repair side, Farid Virani, president and CEO, got together with friends to start Wireless Works, a company that offers repairs and a comprehensive set of wholesale products and services for the wireless industry supply chain.

Unlike other industries that face challenges alone, Prime Communications relies on help it gets from partnerships with the national wireless companies.

"We receive guidance on what is coming, and our burden is shared by the partners," Virani says. "With the industry evolving as fast as it does, it is a challenge, but exciting at the same time."

The company has gained customers and grown as its suppliers have continuously improved their products and production processes.

Revenue grew 43 percent to \$73 million in 2005, from \$51 million in 2004. Prime Communications has also added 100-plus employees and now has more than 600 employees.

The company has witnessed the consolidation process gone through by many of the national wireless companies such as Nextel and Sprint and Cingular and AT&T.

"The consolidation has had some challenges, but has also put good opportunities in front of us right now," Virani says.

Prime Communications is moving full speed ahead. Customer demand for better phones is leading the company to develop new services. Also, the company is planning to grow by small acquisitions and opening new stores. Virani estimates the company will have 200 retail stores by early next year.



Prime Communications LP
Focus on the big picture

As the largest premier agent of Cingular Wireless in Texas, Prime Communications has been growing tremendously since its inception in 1999. From a single mall kiosk in 1999, we have grown to approximately 100 retail stores. Furthermore, this growth has been absolutely debt-free.

Prime can attribute its fast-paced growth to several key principles:

- **Big picture.** We have constantly reminded ourselves to concentrate on the company as a whole, instead of being bogged down with troublesome issues, particularly those that cannot be resolved.

Some locations may not perform well in the immediate future, but are important to our distribution and market share. This focus on the big picture has been a big contributing factor to our success.

- **Employees.** Prime's incredible employee base has contributed greatly to our success.

Through four years of growth Prime is proud to say that we have never had any layoffs, especially considering the state of our national economy. Prime is fortunate to have loyal, hard-working employees who encounter upward mobility as they shape the company and its policies.

- **Location, location, location.** As they say, location, location, location. Using intensive market research, Prime chooses its retail sites carefully. These strategically chosen locations have given the company the groundwork to continue expanding at a rapid rate.
- **Open-door policy for partnerships.** Finally, Prime's ability to constantly look toward the future. Prime grows because of its partners: including vendors, suppliers, agents, etc.

Prime is always looking for new business partners and opportunities that can help the company grow. - *Farid Virani, President and CEO*