Article Side
Why Do Business Modules Choose to Have Free ATM by James Blee

Article published on May 22nd 2012 | Business

There are strong chances that you might have seen a free atm present inside the premises of a retailer during one of your shopping stint. However, has it every strike in your mind why do they use these machines in the first place?

The answer to this question finds its root in the kind of profits the free atm generates for the business entity. According to one market survey conducted by a leading financial magazine, this has thrown some light into this aspect. According to the findings of the survey, a whopping 94% of the customers who visit a retail store often make use of this machine. The presence of an atm machine under these situations saves a great deal of time and efforts. The business owners who opt for having the machine in their commercial premises have a different take on this. They contend, having the vending machine enable them to get mere small rental fees for the floor space provided. On the contrary, to this, it is availability of such an atm machine inside their stores that is responsible to a large extent for generation of additional sales revenue.

Similarly, there are many other advantages that accrue to the business owner which is why many are finding it a very lucrative option. For instance, the business entity end up receiving a certain percentage on every transaction fee generated from use of the ATM. Likewise, marketing wizards say this is the sure shot way to bring around a massive increase in sales volume and its subsequent profits.

Needless to say, it is a human nature to indulge with excessive spending when customer find such readymade option that enables them to withdraw cash. The commercial establishment that gets such an ATM installed gain from reduced credit card fees.

Article Source:
http://www.articleside.com/business-articles/why-do-business-modules-choose-to-have-free-atm.htm - Article Side

James Blee - About Author:
For more information on a free atm, check out the info available online at http://www.atmforbusiness.com/product.html

Article Keywords:
free atm,atm machine

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!