

# *MOBILE PAYMENT*



*BY*

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# WHAT IS MOBILE PAYMENT

- *Its alternative form of payment performed via a mobile device (NFC or “Tap & Go”)*
- *History of M-Payments – Coca cola 2012*



## *Types of M-PAY*

- *PayPal & Serve (mobile payment platform) : this is basically a system of everything else mobile payment.*
- *Payment One, Boku, Mopay (Direct Carrier Billing): this is form of payment is basically telling merchant to put on your bill “In-App Billing”*
- *VeriFone & Square (Mobile as the point of sale) : this is basically every smart phone acting as a cash register.*
- *Google Wallet, MasterCard , Visa (Mobile at the point of sale): this is paying for things at a store with a mobile device using or Tap & Go.*
- *Closed loop M-PAY: this is a form of credit card but this time its mobile.*



ADVANTAGES	DISADVANTAGES
<i>1. ITS FAST &amp; COMPACTABLE</i>	<i>1. PROBABILITY OF ERROR</i>
<i>2. ITS EFFICIENT</i>	<i>2. SECURITY &amp; PRIVACY</i>
<i>3. ITS CONVENIENT</i>	<i>3. ACQUISITION COST</i>



# MOBILE PAYMENTS BENEFITS TO CONSUMER/BUISINESS

## SOCIAL NETWORKING

- *consumer to keep track of their friends*
- *share special offers*
- *announce their where about.*

## SOCIAL/LOCATION MARKETING

- *Tweet purchase (twitter).*
- *Update or post it for followers to see (face book).*

## SOCIAL PROOFING

- *Product rating (face book & twitter)*

## ACCESS TO DEALS AND OFFER

- *Specials offers & deals*
- *Coupons and discounts*



# THE FUTURE OF MOBILE PAYMENT

## *CASH IS TRASH*

➤ *Elimination of coins and dollar*

## *ACCESSIBILITY*

➤ *Americans are likely to carry a phone as cash (age 18-34).*

## *FUTURE PREDICTIONS*

➤ *Phones are just the beginning of e-cash*

➤ *E-market predicts mobile payment will top \$58 billion by 2017*







# REFERENCE

- *FORBES.COM*
- *FARREACHINC.COM*
- *REVIVEDMEDIA.COM*
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