

Is everything invented in the low cost?



by Chris Lancaster

's all invented in the low cost

began with the flights, but now they are looking for leisure, beauty treatments, clothing, electronics ... **Life 'low cost' is a solution in times of crisis**, and not just for bargain compulsive buyers. Many entrepreneurs are hesitant to take the pull of which is already a consumer model, which includes more and more aspects of

everyday life.

gives facilities to many: first, **small businesses can advertise and reach more clients** through internet, while owners benefit from the pages of the faithful subscribers and the advertising.

Let's Bonus is a good example. Leisure plan offers a very affordable price: tickets to amusement parks, theater, dining at fancy restaurants ... Not only that, on this page there are also discounts for beauty treatments that for many would be unattainable. The success was assured.

dinner, theater, amusement park ... The plans 'low cost' and not just travel

When founded in 2009, had two employees, and today it already has more than 300. Its strength, SMEs: "We have spent many months working with them and have seen grow in the wake of campaigns, new stores have opened and attracted more customers. **We have become a vital marketing tool** for retailers," said ELMUNDO.es recently its president, Michael Vincent.

Similarly, Cuponing lets you choose the city where you can get discounts, and even offered to fly a microlight with a 60% discount. With the 'low cost', **there is no excuse for not knowing what to do on the weekend.**

"Whenever someone tells you found it cheaper"

Taking advantage of this pull

three young Elowcost just launched a page that is intended to encompass all of the websites 'low cost'. Its starting point to dive into the world of internet companies: if each person navigates in a multitude of pages to find the cheapest price, why not make a search engine that does all the work.

This new site is a search for 'bargain' with a philosophy of wanting to cover everything, "**On our website you can find from a comb to a flight to Granada**", say its creators. You can also compare insurance, mortgages and rates of telephone and internet, very useful in times of crisis. And the best deals, in the 'bargain'.

ideas for these businesses may arise in any way, and the case is no exception Elowcost. "One day we were talking about how hard it is to know what you're buying online is the cheapest, because they always get friends who tell you they looked for a better price. **Hence the idea of making a low cost search engines**, to do the work to browse all available pages," said Miguel Angel Rodriguez, a partner of the company.

blockquote 'Elowcost' has taken a year to see the light from its partners decided to create it

For such entrepreneurs, an idea may be the key that unlocks your future, but the work is not so simple. **A year has taken this site to see the light** from its partners decided to create it. Program, reach agreements with suppliers, introduce advertising, positioning ...

work, he claims Rodriguez, has begun to yield results. In Facebook, this page with just one month old comes close to a thousand "fans", all according to the employer, unpaid advertising. The world 'low cost' as the best works, word of mouth.

Parking

'low cost'

if one of these pages, users find the trip of your dreams for an unbeatable price ... Why will spend the rest of leaving the car parked? So **have mushroomed websites offering parking service 'low cost' at major airports** and stations. Madrid, Barcelona, Valencia and Alicante and have this service, it sure will be coming to more cities over time.

These alternative parking, located in the vicinity of airports, **offer a bus service that travels to the users time to catch your flight or train**, 24 hours a day. Another turn more imagination to the possibilities of making the world more cheaply over the Internet and in the process, generate new business.