



FOR IMMEDIATE RELEASE

The **Black Shopping Network**™ premier July 7, 2020

FOR FURTHER INFORMATION PLEASE CONTACT:

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JMD Holdings® LLC, proudly announces the launch of a major shopping network--**The Black Shopping Network**.™ Since the first day of the radio show, *It's Janice!* on Radio One WOLB 1010, Janice McLean DeLoatch the founder and host of her own radio show and sole proprietor of JMD Holdings® LLC, author, entrepreneur and minority woman small business owner herself, was and is a tireless advocate for minority women business owners. Ms DeLoatch estimates that black consumers account for an estimated \$1.2 trillion in economic spending--this is monumental economic power. These businesses are fueled by the community, they rely on community support," says DeLoatch. "Even if it's just visibility of their business and featuring their products on global internet, that would be enough to generate immediate critical support as we come out of the Covid-19 pandemic." Supporting some of the 2.6 million black-owned businesses in the U.S. on **The Black Shopping Network**™ is a way for non-black people to show true allyship, says DeLoatch, rather than just saying they support Black Lives Matter or another movement.

Search #blackownedbusiness on Instagram or Twitter, and you'll find hundreds of posts from people across the U.S. sharing their own lists of local, black-owned restaurants, bookstores, beauty brands and more. Even now there isn't a black owned shopping network on the web supporting and only featuring small black businesses until the **Black Shopping Network**.™

JMD Holdings® LLC, Ms DeLoatch's sole proprietorship, is using the tag line *Black Businesses Matter*© for **The Black Shopping Network.™** "It's so important to support black-owned businesses right now, because we are doing the work," says Janice. "It's supporting the actual communities where injustice occurs." While a one-time order helps--especially as many small businesses struggle from coronavirus shutdowns--it's not enough to combat racism or help black communities in the long run.

Our mission is to provide freedom for minorities to fulfil their dreams for income and for independence from the vicissitude of wage labor. Freedom is what every entrepreneur wants. **The Black Shopping Network.™** moreover, is the minority community, a neighborhood force to support merchants and consumers needs. Being a Black entrepreneur is not easy, hate and racial injustice have created an undeserved community and deprived black enterprise of the tools for success. **The Black Shopping Network.™** is a Black owned business from top to bottom we are in this together.

Ms McLean DeLoatch wants to let everyone know that "Black America, women entrepreneurs, minority dreamers is our community. We want to invest in your resources with a world-class, affordable community based solution. At BSN we want your business to keep its autonomy--its always your business." BSN wants every merchant to maintain direct connection to their customers--in effect BSN wants to be transparent as possible. We do not want to be Amazon and attract the loyalty of our merchant's customers--they always belong to our merchant.

Successful Black owned business is doable today, we are committed to remove the "someday" with our strategic partners providing low cost solutions including bank resources with a fair credit check policy. Great businesses do not have to emerge solely from fat wallets. They emerge from the hopes and dreams of visionaries within the community, and the value of working as a team.

The problem of racism affecting minority owned small businesses immediately impacts reaching customers. The competition for many small black owned businesses is the Godzilla of predators--Amazon, The Home Shopping Network and QVC. Black owned small businesses can't get on or afford their predatory tactics that squeeze ever more money out of hundreds of thousands of companies from tiny start-ups to giant brands that put, for example, the everything into Amazon's Everything Store. So how are small minority businesses to achieve recognizable scale, gain recognition, build brand and flourish?

The Black Shopping Network™ is a highly recognized, low-cost vehicle for minority businesses to reach a substantial audience and generate sales they never dreamed of while efficiently managing costs including strategies to target and capture loyal customers everywhere. Since many small minority owned businesses either do not have a website and/or waste their limited resources depending on adds on social media that do not translate into repeat customers and actual sales.

The Black Shopping Network™ will feature services such as low cost website development, search optimization, national advertising, business spotlighting, low cost liability insurance, and minority small business resources providing a suite of AI tools to manage daily operations and customer loyalty to protect, sustain and grow their business while reducing risk.

Our objective is to remove persistent barriers to access that have hindered minority businesses from competition especially critical AI platforms that heretofore have limited growth and sustainability. These important resources include proprietary integrated enterprise platforms providing much needed business analytics, a quantifiable customer acquisition and loyalty platform (gift cards and a digital wallet with store coins for direct transactions) and customer relationship management resources for a truly one stop hub so that now, for the first time, minority small businesses will compete on a level playing field and have resources to grow and to sustain their businesses

The Black Shopping Network™ will provide affordability, recognizability, market reach, and access to financial and community resources to shape and sustain every small minority owned business anywhere. Our goal is to have over 10,000 small businesses on our platform with over one million shoppers the first year and over 30,000 merchants with over 2 million shoppers by the end of year two.