



The Uglier Global Business Number System

The Uglier system requires businesses to register before they receive any benefits from the Uglier system. That process is fairly demanding because achieving the highest possible standard of information about a business gives confidence to other businesses and consumers that they can rely upon the information they are given in Uglier search results and Uglier Market Place Systems. It is of course, all very well that Uglier has sufficient information but the challenge is to allow a searcher or a business or consumer that has received an offer to effortlessly see information that might be needed to do business.

The Uglier Business Number is Uglier's answer to that challenge

When a business registers it provides Uglier with legal information about itself. A business can also have divisions that can be registered separately in Uglier. Uglier processes link that information together so that for administrative purposes a business can have complete control over its activities in the Uglier system. A Division of a business can, however, act independently from the rest of the Business. The Uglier Global Business Numbering System identifies the Business, its one or more Divisions of the Business and its one or more Uglier Dots that represent the places of business of that division. A small one person business will probably have one division and one Uglier Dot and therefore one Uglier number. A large business might have many divisions and many places of business each with its own Uglier Dot and each having their own unique Uglier Number. A searcher or a business or consumer that has received an offer can, with one click, see exactly the legal entity that made that offer, the division that made the offer and the place of business such as the branch where that offer came from.

Giving Confidence to Doing Business

The whole purpose of the Uglier Global Business Number is to give confidence about doing business. For many businesses that information is just overkill. If I am buying a Pizza I really don't care about that business' legal entity, its divisions etc and would never click on its Uglier Business Number. On the other hand the pizza business may want to buy a new energy efficient, expensive pizza oven and having the important information available means that the businesses that want to compete to supply and install that oven are dealing with a real business and are not wasting their time preparing offers.

Any Internet user may click onto a displayed Global Uglier Business Number and will be shown:

- Details of the Legal Entity.
- The name and details of the division and the number of divisions that business has. If the user clicks on that number, Uglier will display a list of all of the divisions with the subject division highlighted



- Details of the trading location of the Uglier Dot that the number belongs to, and the number of Uglier Dots that division has. If the user clicks on that number Uglier will display a map showing all the places of business (Uglier Dots) of that division.

Let's think again about the oven supplier preparing an offer to supply an oven. He clicks on the Uglier Business Number and is delighted to see that the pizza business has an Events Catering Division as well as its Pizza Shop Division. What is even more exciting is that the Pizza Shop Division has 15 shops in Clinton County so the oven supplier is much keener to win a sale because the sale of one pizza oven could lead to sales of 15 pizza ovens Uglier Business Number is a powerful service that

- ❖ Gives businesses a standard identity
- ❖ Gives businesses confidence to trade
- ❖ Gives consumers confidence to buy
- ❖ Provides. order out of chaos in many countries

UGBN has benefits for All Businesses and all Government Departments

The Uglier Global Business Number has a number of benefits to every business:

- ❖ Is globally unique and language independent so that any business on the planet can easily be identified.
- ❖ Is clearly understandable by any person that views the number
- ❖ Can be bar coded by a business and printed on documentation or packaging. A simple mobile phone app that Uglier provides can act as a bar code reader.
- ❖ Is shown on a businesses control panel and on all Uglier pages that present information about that business.
- ❖ Is clickable to show further information about the Enterprise, its Divisions and Uglier dots it owns.
- ❖ It can be printed on letterheads, business cards etc.
- ❖ An advertiser may include its Uglier Global Business Number in the body of an advert to automatically show details of the advertiser
- ❖ It gives pride to the business that it is a unique and important part of the global economy and that it is important to Uglier even if it does not buy services from Uglier.



- ❖ It can be used independently of Uglie and still help business activity. For example a business or government can require a tendering business to submit its Uglie Number so they can easily check that business or a division of a business and which place of business (Uglie Dot) a product or service is going to be provided from or serviced from
- ❖ It's independent of governments and not dependent on governments. Some governments are very good providers of business information infrastructure for various reasons and some are awful. The Uglie Business Numbering system is not dependent on any government but supports all businesses in all countries.
- ❖ It can identify the nation from which an offer is coming from so that a buyer can quickly exclude that offer or include that offer in the offers it is prepared to consider

UGBN has several Components

The Uglie Global Business Number has a number of components, these are:

- A three-letter country abbreviation using the internationally recognised country codes that is displayed as the full country name
- The word Uglie.
- The Legal Entity Number, which is simply a new number that is issued for each entity in order of registration in Uglie
- The Division Number (a legal entity can have one or more divisions or departments)
- A Check Sum Number
- The Divisions Uglie Dot number, (An Uglie Dot belongs to a Division which can have multiple Uglie Dots)

