

E-commerce Penetrates the Egyptian Market

The e-commerce industry has been evolving for years in Egypt; this article is about Jumia Egypt a well known e-commerce website in the country.

EGYPT, July 14, 2013 /EINPresswire.com/ -- The e-commerce industry has come a long shot during the past years; it has attracted millions of dollars from international and local businessmen and investors who are keen on exploiting the potentials of the Egyptian market. The industry that is defined as the purchasing and selling of services and goods online, have been the source of jobs for many Egyptians who have found a chance make a living from working for online shopping websites. In order to understand more about e-commerce and its potentials in a country like Egypt we interviewed Mattia Perroni, Manager Director of Jumia Egypt; a well-known e-commerce website in the country.

The first question was about the company's future strategy in Egypt and the North African region and his answer was plain and simple; Jumia Egypt wants to be the no.1 online shopping center in Africa. They will achieve that target by offering products that their customers want at the right price with the top costumer experience.

Furthermore, we asked Mr. Perroni about that last events and how it have affected the sales and growth rate of the website. He admitted that he was a bit scared of the political situation; however what happened was the exact opposite the sales have increased due to the fact that Egyptians were scared to go out during those tense days so they decided to shop online. Jumia Egypt logistics department never stopped working for one day and they continued to deliver products all over Egypt with the required hard work and commitment.

About the Holy month of Ramadan Perroni promises that there will be special offers and vouchers for all the family. Also, to get into the spirit of Ramadan Jumia Egypt is planning a significant charity activity with one of the most reliable Non-profit organization in the country. In addition, Mr. Peroni has unveiled a very confidential project which is launching a game app which will let people win exclusive prized. The game is expected to reach 100.00 download in the first two weeks.

When asked about the future of e-marketing in Egypt Mr. Perroni says that looking at the data about e-marketing in Egypt (+50% last year) it is clear that the country is going digital more and more. He adds that the main difference between network marketing and Jumia's model is that they do not pay anybody to incentivize the customer; they only spend money to show the website to as many people as possible. Once a user lands on Jumia, he is just a visitor who will discover how innovative and reliable our service is. It is their choice to buy or not.

At last but not least when Mr. Perronie is asked about the challenges that Jumia faces in Egypt he says "The way we fight it is simply by letting people try our website and let the word of mouth do the job for us. By saying this I do not mean that 100% of the customers will have the best experience ever

but I can guarantee you that in case something goes wrong you will be refunded in less than a week by our return team, for free. We truly think that after sales is the most important department in order to gain our customers' trust"

It is worth mentioning that Jumia Egypt is part of Rocket Internet Ventures in Africa and the Middle East and they get about 2 million users per month.

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