

ApplianceOnline.co.za set to disrupt white goods market in SA

Sovereignty Technology, a B2B cloud based SaaS (Software-as-a-Service) provider based in Johannesburg, has launched its second South African based e-commerce venture, [ApplianceOnline.co.za](https://www.applianceonline.co.za).



It plans to be South Africa's largest online appliance store with the widest range of fridges, freezers, ovens, stoves, range hoods, cooktops, dishwashers, washing machines, tumble dryers, small appliances and more, delivered to the consumer's doorstep.

Apart from providing a seamless in-store experience online and offering price transparency, the brand focuses its efforts on ensuring that customers are properly equipped with the right appliances to suit their needs. The site has buying guides, helpful tips, user-generated reviews and localised live support, ensuring that customers make the right decisions.

Besides making room for enhancements such as gift registries, credit facilities etc, the site will also capitalise on its digital existence by integrating functionality not native to traditional offline appliance purchases. Group payment options around shopping carts is just one way it plans to change the way wedding gifts are bought, something the founders feel the big box retail equivalents will struggle to incorporate within their offerings.

For more information, go to www.applianceonline.co.za.