

Jumia to become Africa's one stop online destination

With a new vision, the Africa Internet Group is connecting its companies into Jumia's ecosystem which will give access to products and services from its e-commerce platforms.



Sacha Poignonnec

“We founded our companies with a very strong belief: Internet can improve people’s lives across the globe. Uniting all services allows us to better help our customers fulfill their daily aspirations. This is all possible because people connect to our platform to access those services and products in an environment that we have designed for them, addressing their needs and expectations on quality, choice, price, trust, and convenience,” said Sacha Poignonnec and Jeremy Hodara, founders and co-CEOs of Jumia.

Customers can now access respective products and services on Jumia. Hotel booking platform, Jovago now rebrands to Jumia Travel, while food delivery company, HelloFood will now be Jumia Food. Kaymu which serves as a community marketplace has rebranded to Jumia Market. Real estate Lamudi becomes Jumia House, general classifieds platform Vendito becomes Jumia Deals and Everjobs is now Jumia Jobs. Carmudi becomes Jumia Car, while the company’s logistics services AIG X takes new identity as Jumia Services.



Jeremy Hodara

Furthermore, sellers will also benefit from this move, by getting access to more traffic and to a greater world of opportunities. Every day, Jumia helps and encourages restaurants, hotels, local sellers, brands, real estate agents, car dealers, large companies and logistic companies to become better, bigger, more performant, thus creating a positive impact for Africa.

The founders reiterated that “Operating under the same brand name reinforces the legitimacy of proposing other services to our customers and to our sellers. We want to have one strong brand that is trusted and loved by our customers across Africa”.

Jumia’s new vision, “Expand your horizons”, expresses the group’s ambition to transform people’s lives through the internet, overcoming the ground market challenges of the continent and giving all Africans the opportunity to access high-quality services and products everywhere.

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