

Look & Listen for Digital Planet this month

Local online IT and consumable electronics store, Digital Planet, and entertainment retailer, Look & Listen, have launched the first Digital Planet Kiosk inside the Fourways Crossing Look & Listen store, Johannesburg, enabling customers to purchase a wide range of IT products and consumables at their leisure.

Mark Levy, director at Digital Planet, says: "Partnering with a successful retail store like Look & Listen provides an excellent opportunity for us to expand our product offering into new markets. It is not only to increase our customer base but also to create a synergy between online and retail. We've seen tremendous growth in e-commerce in the past 18 months, but we also see an opportunity to address that part of our market that doesn't shop online."

The partnership will allow Digital Planet to showcase more than 200 of its most popular products including MP3 players, digital cameras, wireless devices and consumables. "Look & Listen has a large customer base and their foot traffic is tremendous - we're looking forward to a successful take-off of this project," says Mark Levy.

Darren Levy, chief executive officer for Look & Listen emphasises: "This partnership makes our offering, as a music, DVD and gaming retailer, complete. Digital Planet approached us at a time when we were assessing how we could establish and grow ourselves in the technology retail market, given the rapid advances in the convergence of music and technology."

A further value-add for the customer is that both companies have long standing relationships with two of SA's largest loyalty programs. "Customers will be able to use their new Discovery credit cards or eBucks when making a purchase," explains Darren Levy.

The project is set to expand to two more sites in the near future Clearwater Mall on the West Rand and Menlyn Shopping Centre in Pretoria East before rolling out to the rest of Look & Listen's 10 stores nationwide.

When asked if moving into retail will change Digital Planet's online offering, Mark Levy explains: "We see this as complimentary to our strategy of offering customers a choice of how, where and when to buy." He added that with the current boom in convergence of technology it was inevitable that Digital Planet would look for new opportunities to service growing consumer demands.