

SA e-tailer expands product offering

[Digital Mall](#), one of South Africa's longest standing online retailers, is set to launch a host of new stores on its site with the addition of consumer electronics and IT goods to its product offering.

Customers will be able to purchase a full range of IT hardware and software from brands such as HP, LG, Logitech, Proline and Lenova, to name but a few. Furthermore, the latest gaming software and hardware for Sony PlayStation, Microsoft Xbox or PC will also be available through the site.

A bite of Apple

"We are also pleased to announce the addition of the Apple brand to our online store," says Yaron Assabi, CEO of Digital Mall. "Certainly this brand has been well received by the local marketplace and we expect to see a positive response to the product portfolio we have secured for the users on our site."

High ticket items

The e-tailer will also be offering a full range of consumer electronics which can be purchased online. Anything from TV's, LCDs, digital camera's to DVD and home theatre systems - all backed by global brand likes Sony, LG, JNC, Cannon and Kodak.

"There is no doubt that consumer confidence in the Internet has increased and certainly their trust when purchasing goods over the Internet has seen a marked boost in buying behaviour," adds Assabi. "Many industry players argue that with the credit crunch currently being experienced by the market, consumer buying patterns will change, however, we cannot ignore the fact that the online public in South Africa is growing exponentially. Our experience over the last 10 years has shown that people want access to good brands and choice online - which we can offer."

Amazon exclusion a local blessing

"Additionally, if we consider the recent announcement made by Amazon.com not to utilise the South African Post Office when shipping goods locally, then this paves the way for well established local brands to drive a variety of offerings to the market, as shipping costs are not prohibitive on local consumer buying patterns when undertaken through local sites."

New payment options

To account for this expected market growth, Digital Mall has also added new payment options for customers on its site and will be accepting Diners Club Cards and PayPal. "With the increased focus on the checkout process and the broader acceptance of alternative payment methods, we hope these additions will continue to address consumers' concern when buying online, knowing that security and protection of proprietary consumer data is at the forefront of our customers experience," concludes Assabi.