

uAfrica.com, Shopify partner to expand retail choices

To streamline business operations and sales through a combination of web storefronts, online marketplaces and in-person, uAfrica.com has announced a partnership with [Shopify](#).



Brennan Loh, Shopify's Head of Business Development

"We are pleased with the adoption of Shopify within the South African retail market," said Brennan Loh, head of business development. "We have seen impressive traction across SMES; approximately 800 active South African merchants sell with Shopify, as merchants turn to the service to help them sell everywhere."

"Our partnership with Shopify enables us to bring the best retail procedures and processes to South Africa, while ensuring that merchants in South Africa have access to the best tools to help drive sales from a local perspective," said Andy Higgins, MD of uAfrica.com. "South African Shopify customers will now have the option to be billed in Rands for the service and benefit from a number of integrations specifically designed for the local market."

The companies share the philosophy that the future of retail is not online vs offline but about consumer choice and being able to shop by any channel. uAfrica.com has developed a cloud based centralised inventory and order management commerce platform that complements Shopify's technology, enabling merchants to sell through multiple sales channels including South Africa's largest online marketplace, bidorbuy.co.za.

For more information, go to www.uafrika.com and <http://www.shopify.com/>