

Media24 launches Efinity

In order to enable retailers to utilise e-commerce successfully, a best-in-class fulfilment service that takes care of the logistics process from the moment the order is completed on the retailer's website until the product is couriered to the customer (whether an individual or a business) is essential. Media24 has launched such a service.



Efinity operation model

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Efinity empowers small, medium and big e-commerce merchants with the same sophisticated fulfilment service that made Spree.co.za one of the most popular e-commerce sites in the country, with one of the highest customer satisfaction scores.

"Since its launch in April 2014, Spree has delighted customers with free and fast shipping," says Louna Lohann, GM of Spree, a division of Media24 e-commerce. "Without our efficient and low-cost fulfilment operations, it would not have been economically viable for the company to subsidise transportation costs and offer free shipping, free same-day delivery and free 30-day returns to customers."

South African e-commerce is growing at a rate of 30% annually and is projected to grow even faster as barriers to entry drop: such as broadband tariffs and delivery infrastructure. Retailers in South Africa, irrespective of size, are looking for ways to take advantage of this channel but the challenges posed by backend logistics and fulfilment have been a major deterrent.

CIO of e-commerce at Media24, Jonathan Muir elaborates, "We are uniquely positioned to have the resources and expertise to create powerful infrastructure that can scale seamlessly; to warehouse, manage and distribute stock. Importantly, Efinity is designed to facilitate online retail cost-effectively through a pay-as-you-go pricing model. With this solution, we can ensure that South African e-commerce reaches new heights in 2015, both for retailers and consumers."

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