

# 173: Amanda Herson from the Cape Union Mart Group

On Thursday, 12 May 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizwazza](#)) looked at the expansion of the Cape Union Mart Group into e-commerce.

Amanda Herson, e-commerce director of Cape Union Mart Group, joins us to chat about the Group's brands, retail and e-commerce.

We chat to Amanda about:

- The start of Cape Union Mart Group, the growth and reason for going into e-commerce.
  - The e-commerce challenges faced, SA consumers and if SA businesses have been slow to pursue e-commerce?
  - Amanda gives us her advice to new e-commerce players? What can we learn from the Cape Union Mart Group experience?
  - Marketing for e-commerce vs brick and mortar retail stores?
  - E-commerce logistics and why it is so crucial.
  - How the SA consumer changed since the start of Cape Union Mart.
  - The current e-commerce trends and what can we expect in the future?
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- What does the future for Cape Union Mart look like?

Amanda also tells us which is her favourite brand within the group.

Check out all the Cape Union Mart Group brands here:

- [Cape Union Mart](#)
- [Poetry](#)
- [Old Khaki](#)
- [Tread and Miller](#)

Get all the information by listening to this week's podcast.

**Episode 173: Amanda Herson, Ecommerce Director of Cape Union Mart group.**

**Date:** 12 May 2016 **Length:** 16:38min **File size:** 15.6MB **Host:** Warren Harding

The news roundup from [Bizcommunity](#):

- [Four online sales marketing tips for beginners](#)
- [When retailers and brands tell the biggest lies](#)
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- [The basic rules for creating an advertisement \(Part 1\)](#)
- [\[Loeries 2016\] Entry advice and Durban townhall](#)



If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com).



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