

# Bizcommunity.com launches expanded retail offering

Bizcommunity.com has entered into a strategic partnership with ActivRetail, online resource hub to the fast moving grocery industry, to boost the offering of its online FMCG retail news and product information daily news service launched to the industry in Africa in July this year.

In a strategic positioning agreement, [www.bizcommunity.com](http://www.bizcommunity.com) and ActivRetail have created an association by bringing a joint offering to the retail industry, in terms of news, information, research and secure targeted product news direct to retailers.

Bizcommunity.com is the business hub of choice for over 240 000 users in the African marketing community every month and ranked by Nielsen//Netratings as one of the leading business-to-business websites in South Africa. Retail.Bizcommunity was launched in July 2007 to provide informative news and industry developments within a dedicated retail online hub with daily and weekly email newsletters.

ActivRetail brings to this association its experience of trade and industry services. As an accredited company to the industry standard Product Data Catalogue, the PDC.ZA, its knowledge of industry requirements support stakeholder needs to meet compliance levels within this sector. Confidential trade services provide a competitive edge for the promotion of new developments. This provides an advantage to leverage new launches to retail sectors through targeted campaigns and measurement processes.

## Combined services

The news sections from both companies will now merge as one within the Retail.Bizcommunity news section and with the additional trade services of ActivRetail, create the best mix of media, business and trade services to industry stakeholders within this vibrant industry.

The combined services provide users with a comprehensive media, business and trade offering from which to publish news, promote services and network among business prospects in the consumer products goods market in Africa with tailored advertising packages for advertisers.

“Partnerships make sense,” says Bizcommunity.com MD Robin Parker. “In a highly competitive online world we have managed to assume a product marketing leadership position by combining the skills of the two entities into a desirable offering to the retail industry. This allows Bizcommunity to focus on its core competency of forming and facilitating communications in business-to-business communities, reducing the clutter by streamlining the volumes of information being sent to busy retailers.

He continues, “The editorial, marketing and market-making skills of Bizcommunity will support the evolutionary processes inherent in the ActivRetail product data catalogue offering, providing prospective clients with a far more efficient sales process and shorter sales cycle. This will move them more speedily to market and awareness.”

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For more, visit: <https://www.bizcommunity.com>