

170: Superbalist on e-commerce and EFC signs up with e.tv

On Thursday, 14 April 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizwazza](#)) started this week's episode by hosting, in studio, the co-founder and co-CEO of Superbalist.com, Luke Jedeikin.



Luke joins us to talk about the start of Superbalist, the opportunity taken by CityMob and the evolution of e-commerce in South Africa. We discuss the SA e-commerce consumer changes and how important mobile is in the current landscape.

We look at current retailers tackling e-commerce, talk some advice and the role of logistics in e-commerce in South Africa. Lastly, we look at the future and trends in e-commerce, and what does Superbalist actually mean?

[Check out Superbalist here.](#)

Episode 170: Superbalist's Luke Jedeikin, chats ecommerce and EFC signs up with e.tv and [Kwese Sport](#).

Date: 14 April 2016 **Length:** 25:23min **File size:** 23.8MB **Host:** Warren Harding

Then later in the show we spoke to Ciaro Howarth, president of EFC about the recent groundbreaking broadcast partnership between the EFC (the Extreme Fighting Championship), one of the world's leading MMA organisations, and e.tv, as well as live-streaming partner Kwese Sport. We look at what these partnerships mean for the sport, the fans and the sponsors. We also touch on EFC 48 happening in Cape Town, Grand West Arena on 22 April – [get your tickets here](#).

[Check out EFC here.](#)

Episode 170: Superbalist's Luke Jedeikin, chats ecommerce and EFC signs up with e.tv and Kwese Sport.

Date: 14 April 2016 **Length:** 11:51min **File size:** 11.1MB **Host:** Warren Harding

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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.



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