

185: Four step check-list for SMEs looking to jump into online retail

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 18 August 2016, from 9-10am, show host Warren Harding chats about the exciting world of online retail.



We are joined by Matt Roux, CTO for Emerce Commerce ([@EmerceCommerce](#)), a leading business-to-business partner in delivering world-class e-commerce solutions for the South African retail and e-commerce industry.



We speak to Matt to find out more about Emerce Commerce and the current state of play in the e-commerce environment in South Africa. Matt also provides a four-step checklist to help business owners make a considered decision if they are ready for the leap into the online retail world.

Emerce Commerce have also launched a fantastic competition in which one business will win the entire build of their online store.

This is an incredible opportunity for a profitable local business that is ready to reach a far wider audience and harness technology to win new customers. "If you think you meet the criteria, we want to hear from you," says Roux.

SMEs interested in entering the competition and having their online store built from scratch can visit <http://winastore.emercommerce.com/> and complete the entry form.

Entries close on Monday 22 August 2016 at 5pm.

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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