

Retail therapy from Bizcommunity.com

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Bizcommunity.com will be launching daily news for the African retailing community in respect of the consumer packaged goods industry this month. The official launch of the new portal for the retailing industry will take place at the Africa Big 7 retail trade expo at Gallagher Estate, Midrand, 15 – 17 July 2007.

News will focus on the broader retailing industry, trends, in depth analysis, expert knowledge and research, international news, all manufacturer product news such as new products, line extensions, promotions, marketing and brand efforts, as well as related supplier news: technology, packaging, catering, finance, supply chain and so on.

This will be the most comprehensive retail news site and marketplace ever launched for the South African and broader retailing community on the African continent and is a logical and inevitable brand extension of the successful Bizcommunity.com media, marketing and advertising news portal launched in South Africa six years ago and another 15 English speaking countries in Africa in March of this year. It now boasts a readership of 192 000 unique users of the website each month; 77 000 weekly subscribers (requested) to the daily, bi-weekly and weekly electronic newsletters (ezines) and 2.4 million page impressions a month on the website. Bizcommunity.com is a member of the Online Publishers Association (OP) and all figures are audited by Nielsen Netratings.

The main target readership of the new portal will be:

1. the RETAILERS , including FMCG buyers;
2. the MANUFACTURERS (FMCG suppliers/marketers who want to get their product information out to get to the retailers);
3. all OTHER SUPPLIERS/SERVICES in the industry who either target the retailers (ie, in store promotions, technology, shop fitting) and the manufacturers (ie, packaging, design, distribution) or both.

Bizcommunity.com Retail is headed up by the formidable team behind the success of Bizcommunity.com Marketing – as well as a new addition to head up sales on the retail portal: Cheryl Harper. Cheryl is a veteran in sales and marketing in the FMCG retailing environment, working across almost every FMCG publication in her 25 years plus in publishing.

Harper, along with Bizcommunity.com editorial director and editor of Bizcommunity Marketing, Louise Marsland, in fact launched the first FMCG online weekly news portal in South Africa in 2001, after working together on various retail titles at Primedia 14 years ago.

Says Harper: "I'm delighted to be joining Bizcommunity.com to help launch a superior product offering into the retail market. The retail market is primed for a daily news brand of the calibre and professionalism that Bizcommunity.com already provides to the media, marketing and advertising community in Africa."

Marsland will drive content on the retail portal. All news can be sent to: .

To subscribe:

- Visit the Bizcommunity.com team on show at the Big 7 retail trade expo at Gallagher Estate, Midrand, 15 – 17 July 2007. Trade only. For more information, go to www.exhibitionsafrica.com/2007/exhib_2007_big_seven_main.asp.

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