

Participate in online ecommerce survey now

Jump.co.za is conducting an Ecommerce survey, similar to its 2007 survey, with over 900 South African online storeowners or operators. To participate in the anonymous survey, go online until 10 September 2009 to bit.ly/1omTvp. Results will be available as a free download by 21 September.



The survey's aim is to find out more about South African online stores, their business practices and opinions regarding Ecommerce in South Africa and specific information regarding trends, operations and concerns in the segment.

It has been a particularly tough year economically, especially when compared with 2007, the last time the survey was done, so the results should be interesting. South Africa has also seen a massive increase in broadband penetration and this should have an effect on the growth of online stores in South Africa.

The 2007 results showed some interesting findings such as 67% of the stores only employ 1-3 people and 51% of the stores are less than 2 years old - more results are available for download at www.jump.co.za/survey/.

Jump.co.za also facilitates the South African Ecommerce Awards, which have received interest over the past three years. "We are trying to get the public to see that online stores are putting in real effort to deliver a great service to the consumers. We want consumers to see that online shopping in South Africa is convenient and safe," says Jaco Roux, MD of Jump.co.za.