

START  
ME UP HK  
FESTIVAL  
2023  
startmeup.hk  
6-10 JULY

# **Digitizing** Retail-commerce as a catalyst to **redefining** e-commerce in Africa

By Kingsley Abrokwa







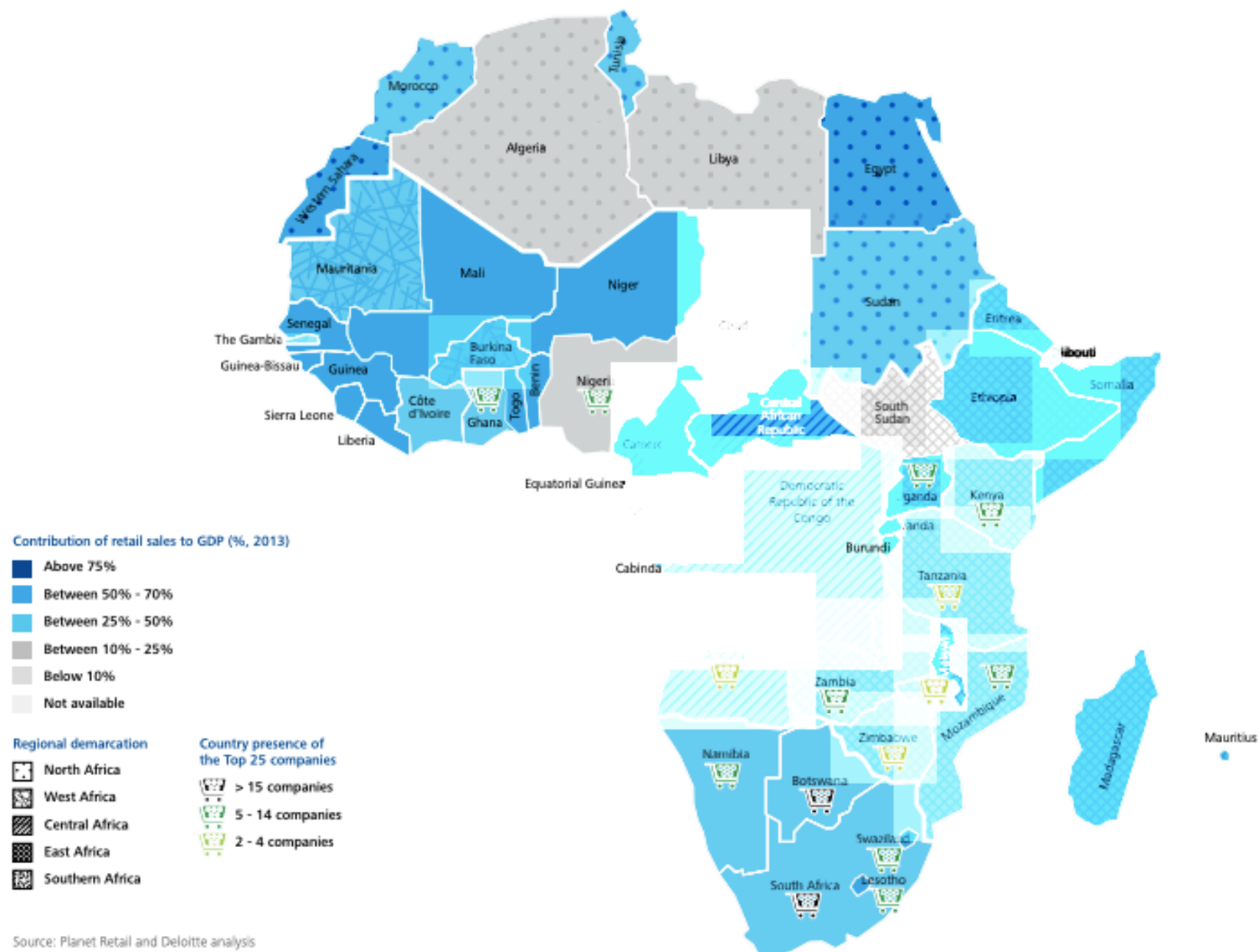
264 e-commerce startups In 23 countries  
within an \$80 billion industry

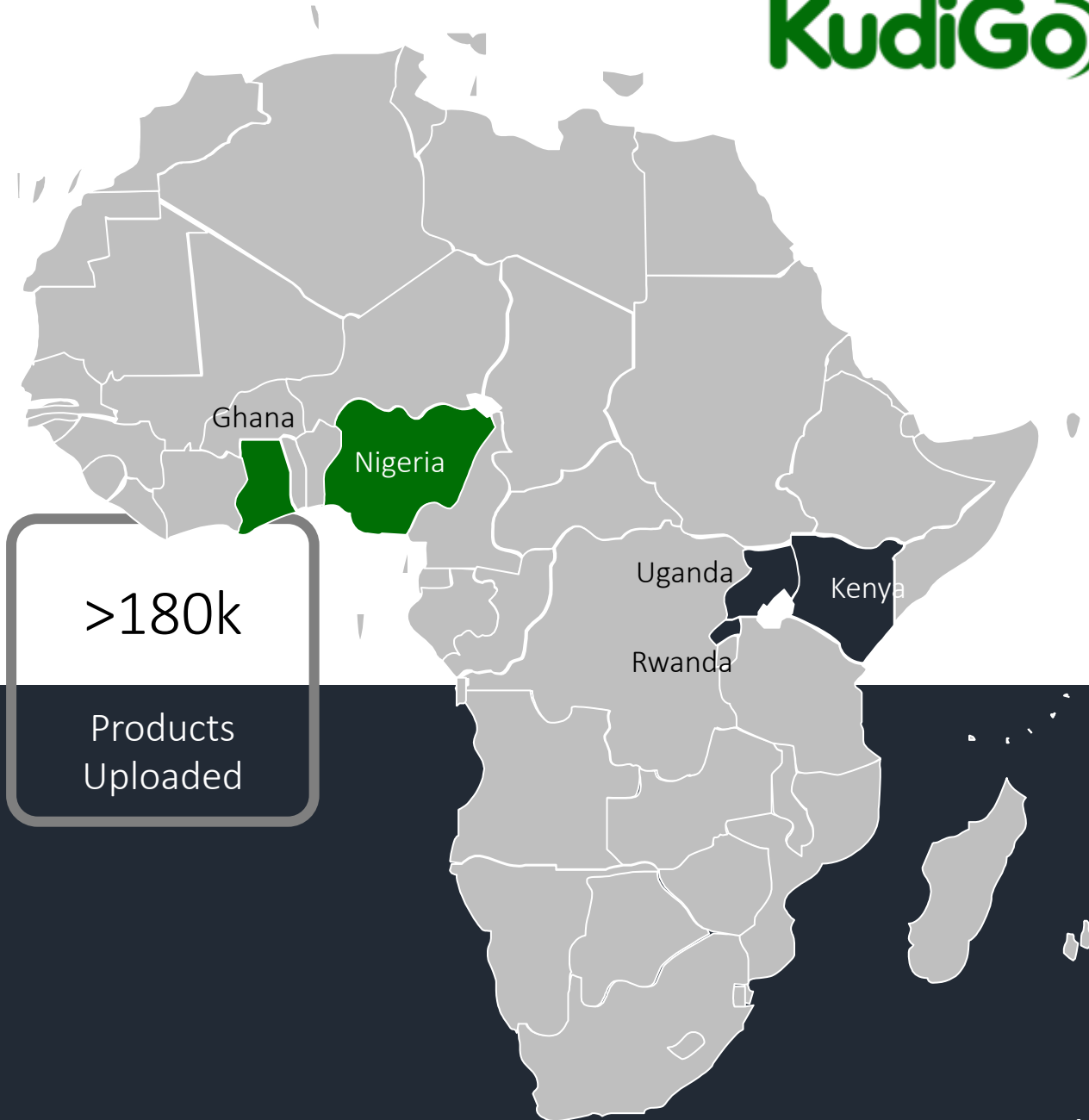
90% of consumer retail is through informal  
channels such markets, kiosks, table-top sellers  
and street hawkers.

The top 25 retailers in Africa collectively  
earned retail revenue of US\$44.3 billion in  
FY13, contributing approximately 5.4% to the  
total African retail market size of US\$823.2  
billion.



Contribution of country retail sales to GDP (% , 2013)





>175k

Transactions  
Processed

>USD  
\$3.6m

Transaction  
Value (Cash)

>USD  
\$58k

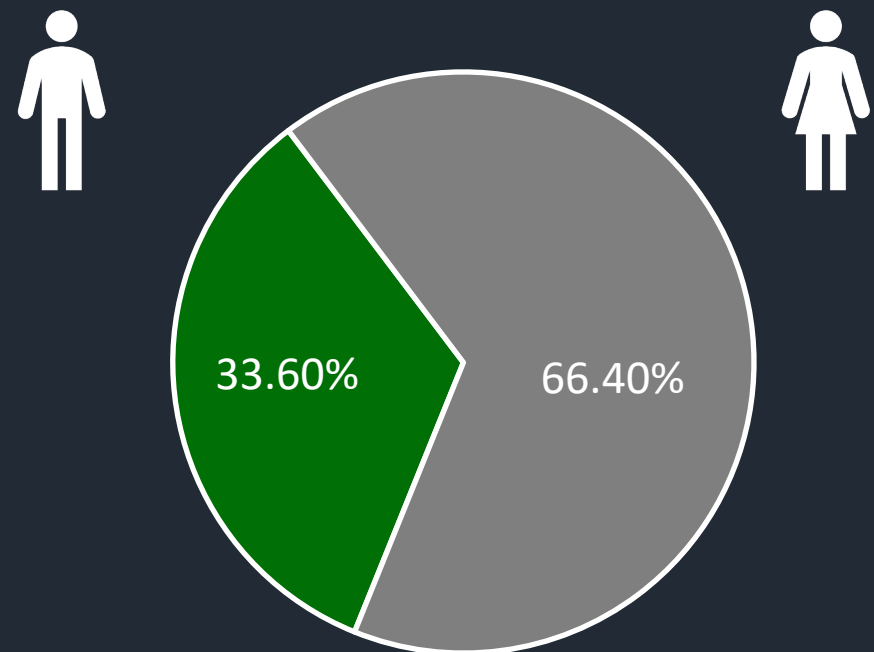
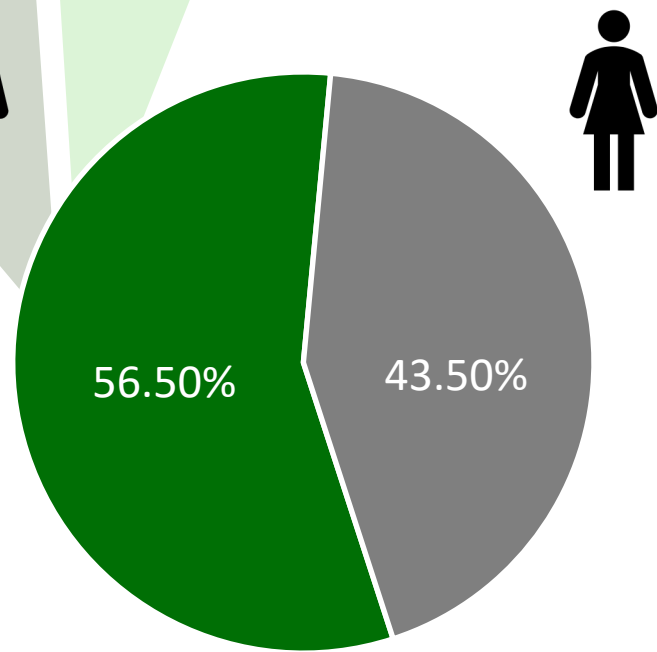
Transaction  
Value (Non-Cash)

>180k

Products  
Uploaded

Our Discovery in 24  
months...

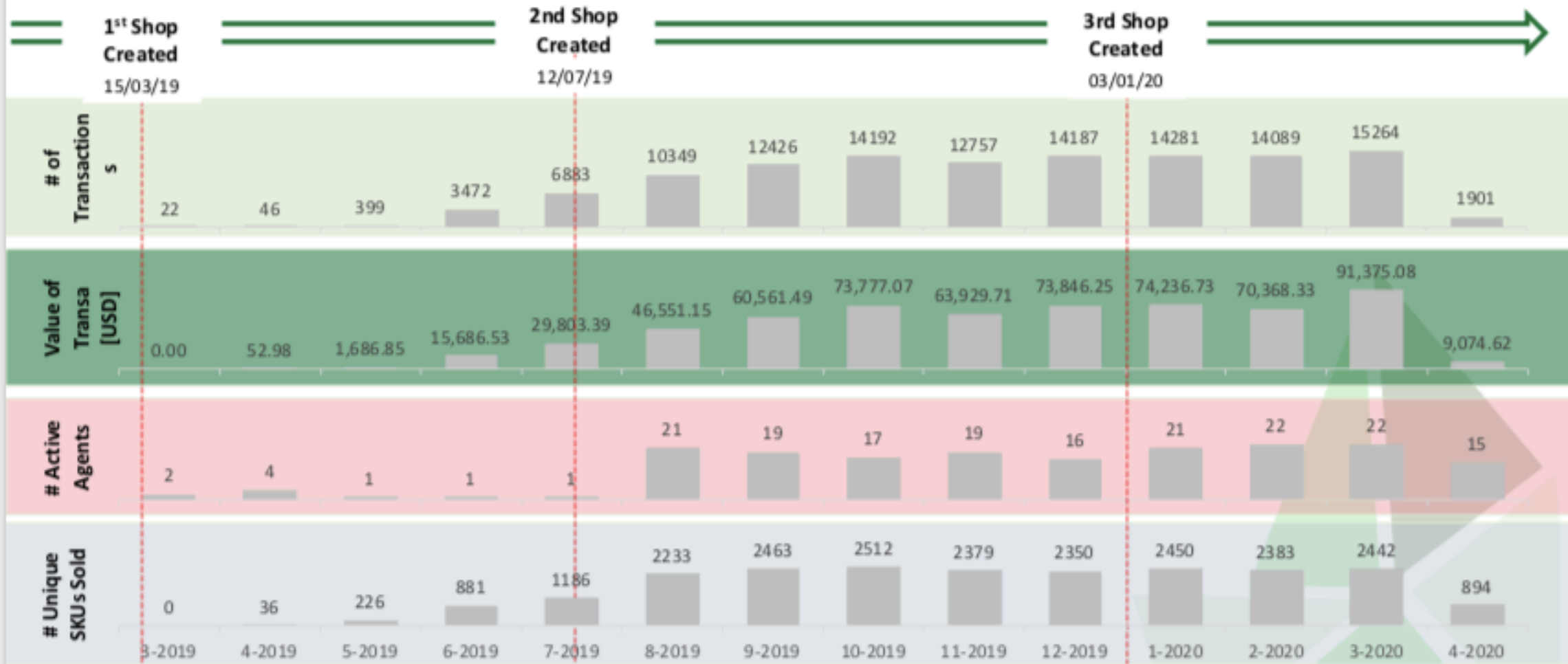
# Proportion of business ownership by gender



Proportion of sales done by agents

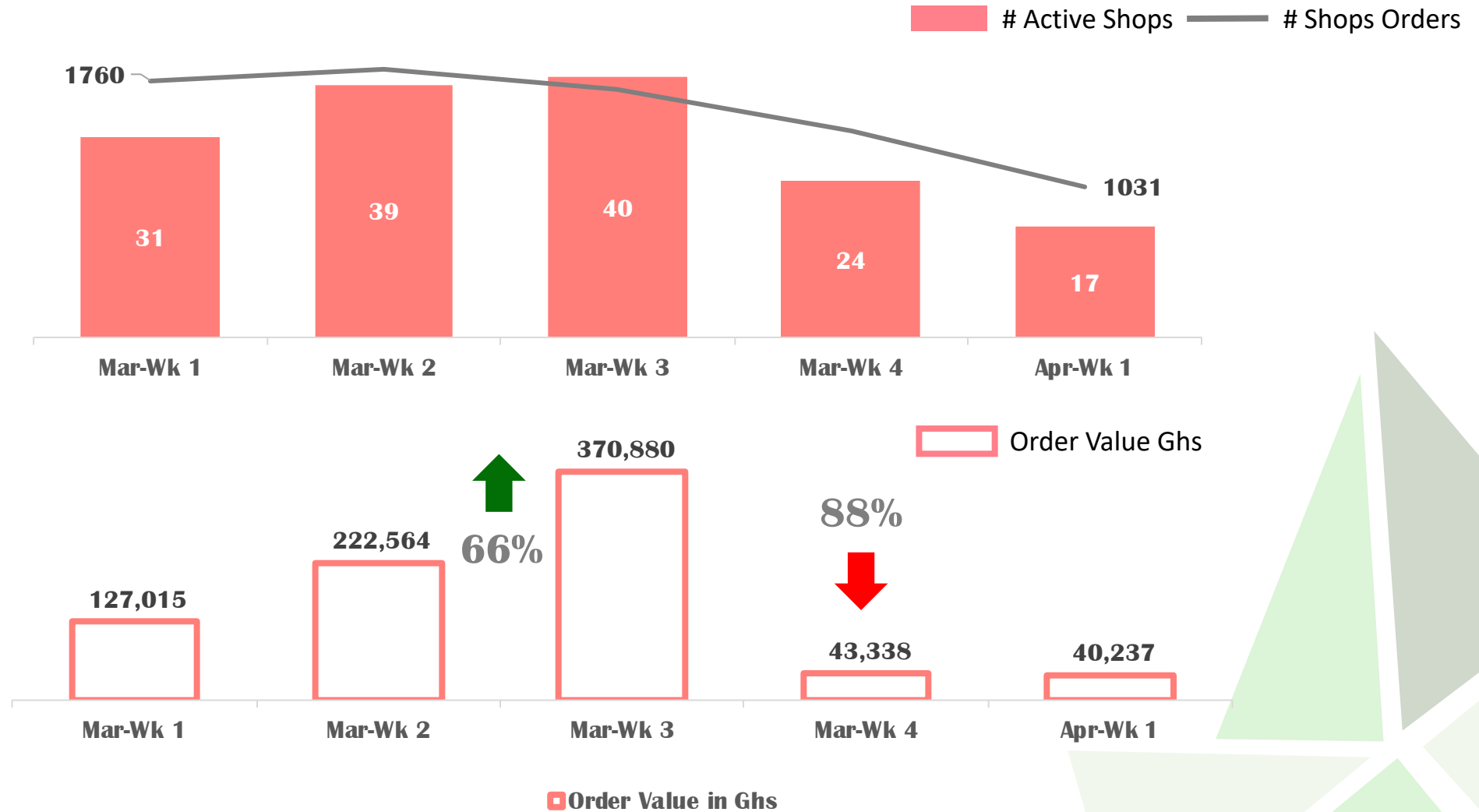


Growth has been particularly real for one Nigerian Pharmacy who has seen real business growth over the past 12 months



Data from KudiGo Storefront

# ...COVID-19 impact





MOBILE IS THE KEY

RETAIL-COMMERCE  
IS THE LOCK







As we scaled our retail solution; we saw a direct correlation to consumer led digital adaptation

“

#1 reason for PREMIUM conversion was to utilize CREDIT management module

”

“

Data captured on CREDIT SALES constituted over 65% of total business revenue

”

“

Price variations and adaptations is a daily occurrence

”

“

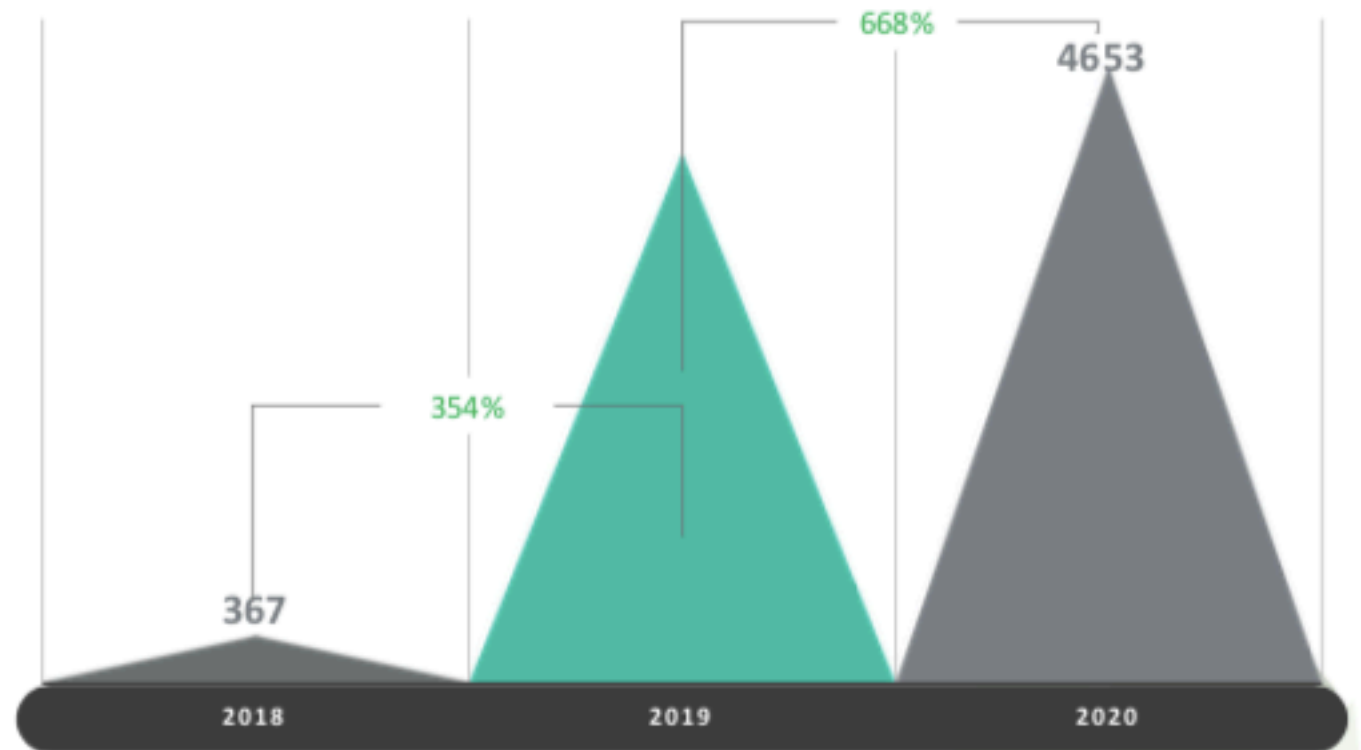
Capturing customer data is the least used module across board

”

This has resulted  
in a rapid growth  
in our customer  
base...

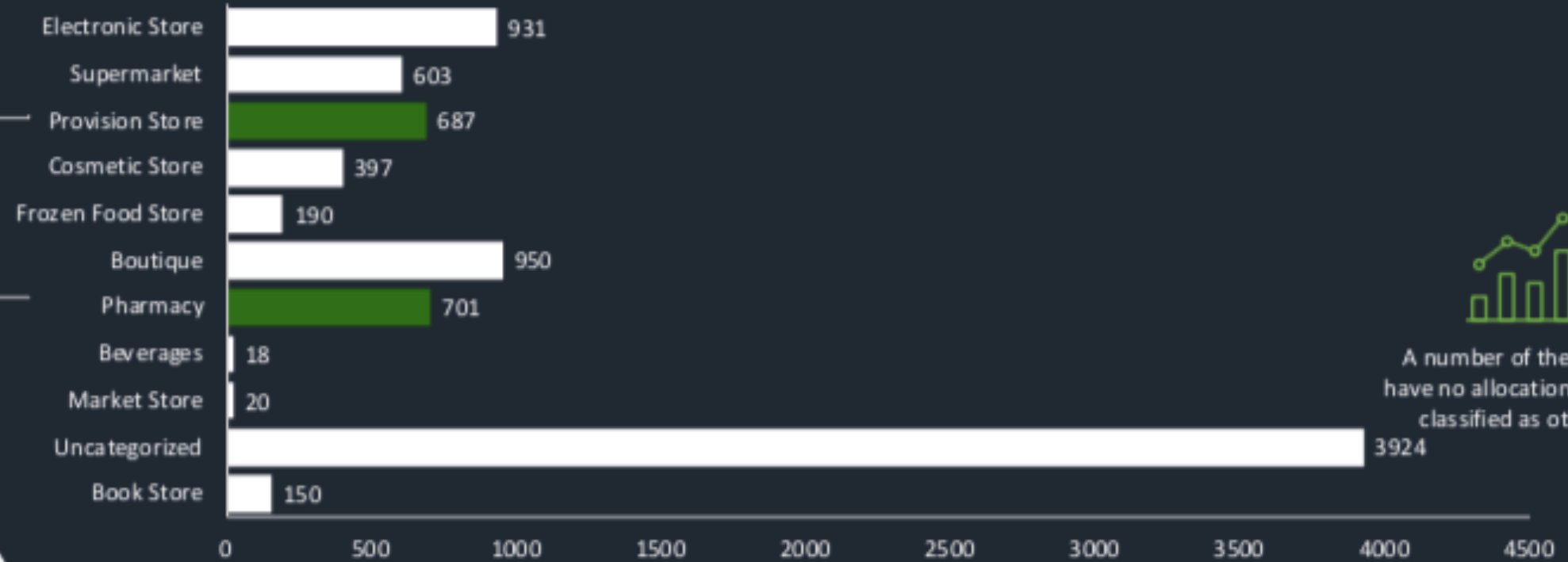


### # retailers using our storefront solution



# # Shops by Type

A majority of the shops signed on are electronic shops, Supermarkets and pharmacies\*



A number of the shops have no allocation (i.e. are classified as others)

