

# Online Retailer of the Year awards launches in SA

The search is on for SA'S Online Retailer of the Year. World Wide Worx in partnership with Platinum Seed, Visa, Heavy Chef and the E-commerce Forum of Africa, has launched a new awards programme to recognise online stores in South Africa that grow trust amongst digital shoppers.



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The awards are part of a broader project by the companies involved to boost online shopping in the country.

“Online retail in South Africa has consistently grown above 20% since the turn of the century but only passed 1% of overall retail in 2016. Research shows that trust is a big factor in e-commerce growth, which is why we want to recognise online retailers who help to grow the entire sector by ensuring the kind of e-commerce standards that engender trust with online shoppers,” says Arthur Goldstuck, World Wide Worx MD

“But once online retail passes 2% it crosses an essential psychological barrier and this often leads to a tipping point in emerging economies. That’s when we see online retail snowballing. It gathers real momentum and everyone in the sector benefits,” he explains.

## Entry requirements and judging criteria

To be eligible for entry to the Online Retailer of the Year, owners of digital stores are urged to participate in a survey of local online shopping being run by World Wide Worx, together with Visa and digital growth agency Platinum Seed. To participate in the research, local online retailers can go to [www.surveymonkey.com/r/OnlineRetailSA](http://www.surveymonkey.com/r/OnlineRetailSA).

All online retailers who participate will be entered into the award. However, participation in the survey is not a precondition for entry to the awards. However, only online retailers who operate from within South Africa's borders are eligible for this local award.



## Have your say in the Online Retail in SA 2018 survey

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The awards will be made at a Heavy Chef event in Cape Town on Thursday, 1 November 2018. At the same event, Goldstuck will lay bare the state of local retail, with Brad Elliott, CEO of Platinum Seed, and Visa.

Goldstuck, who is judging the awards, will present the following awards:

- Online Retailer of The Year
- 1st runner-up - Online Retailer of the Year
- 2nd runner-up - Online Retailer of the Year
- Best New SA Online Retailer of the Year

The winners of the Online Retailer of the Year awards will be given a digital badge that the online store can display online. The winners will have bragging rights for a year – until the next award is made in 2019.

Judging criteria for the awards include trust, innovation, customer service, digital excellence, customer engagement, product excellence, and the online reputation of the digital store. Visa, Heavy Chef, and Platinum Seed will oversee the judging of the awards and the E-commerce Forum of Africa will audit the results.

Retailers or entrepreneurs who want to attend the awards and presentation of the research results by Goldstuck can [purchase tickets from Heavy Chef](#).

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