

Digital Marketplace Development

E commerce has become one of the fastest growing businesses in the world. This has been propelled by the huge technological advances mainly in the developed world. This has seen companies like Amazon commanding annual revenues of nearly USD\$400 billion. Africa is fast adapting to the digital rush, with over 300 million smart phone users, over 200 million mobile financial service users and massive ICT investments. Closer home Zimbabwe is fast pacing technology and has witnessed Improvements in the enabling variables such as the regulatory environment, technological infrastructure, financial and payment technologies postal delivery systems connectivity and general consumer awareness.

These advances have created huge opportunities for ecommerce platforms to enable business and consumers to trade and have access to critical convenience and efficiencies of a consumer marketplace. Customers will be able to shop and pay for their goods online and also have access to a secure payment and efficient delivery system for goods bought. A detailed business plan is already at hand. IDCZ is looking for investors to participate in this futuristic business to take the ecommerce business to another level.