

# Africa Internet Group in Retailing (Kenya)

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Date: December 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: AC67758F23BEN

## Abstracts

Africa Internet Group, with its Jumia Kenya internet retailing website, is positioning itself to be a launch pad for international brands entering Kenya through strategic partnerships as well as growing its operations countrywide with the aim of Jumia's becoming the leading internet retailing channel brand in Kenya. To do this, it is engaging in consumer education and active marketing online.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Africa Internet Group: Share of Sales Generated by Internet Retailing  
2014-2016

Competitive Positioning

Summary 2 Africa Internet Group: Competitive Position 2016

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