

Nigerian gift-card startup SureGifts introduces unique way to obtain loans

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Nigerian gift-card startup SureGifts is introducing a new service that allows employees in Nigeria to obtain voucher loans to pay for certain online services.



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Even though many Nigerians on social media described last year's Black Friday sales by e-commerce giants in Nigeria, Jumia and Konga, as fraudulent, quite a number of online shoppers were able to get some good deals online and at offline stores. But for a good number of Nigerians, whether the deals were true or false, they wouldn't even think of buying any new stuffs because they don't have money for such.

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