

SA delivery startup Stockup pivots to on-demand model

By  Tom Jackson

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South African startup Stockup, which facilitates the online purchase and delivery of beverages and groceries, has pivoted to an on-demand model and added new products to its line.



Stockup was launched in 2013 as an e-commerce platform focused on providing a convenient door-to-door delivery of wine, liquor and non-alcoholic beverages.

The startup has now pivoted its business model, adding more categories of products and developing on-demand Android and iOS mobile apps. Customers can now order grocery essentials, pharmacy essentials, flowers and drinks for delivery within 60 minutes.

Once an order has been placed using the Stockup app or website, goods are dispatched via a courier within the Stockup network for delivery to the customer's doorstep.

"When Stockup was initially started in 2013 as a door-to-door beverages supplier we had very little competition in the market," chief operating officer (COO) Kushinga Makamba told Disrupt Africa.

"Over the last year, especially with the successful entry of Uber and on-demand transport and logistics companies into the market, we were inspired to pivot our model towards more convenience and to expand the categories of product offering beyond just alcohol."

Since the app launched in December it has seen around 10,000 downloads.

“We are still working on marketing and educating our users about the holistic offering and how it really is designed to save them time, stress and overall enhance their day-to-day lifestyle,” Makamba said.

“Stockup aims to change the way people shop for their groceries, toiletries, over the counter medication, gourmet foods and gifts. Using technology, we will help people shop for whatever they need from the comfort of their home, office or on-the-go.”

The full-service offering is currently available in Johannesburg, with Stockup also piloting in certain parts of Durban and Cape Town with plans to launch officially within all major centres across South Africa within the next three months.

“In response to our customers’ feedback, we also have other innovative on-demand service offerings that we are developing which will also be offered within the app later this year,” said Makamba.

ABOUT TOM JACKSON

Co-founder @DisruptAfrica. Tech and business journalist in Africa. Passionate about the vibrant tech startups scene in Africa, Tom can usually be found sniffing out the continent's most exciting new companies and entrepreneurs, funding rounds and any other developments within the growing ecosystem

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