

Jumia Egypt launches 'shop-in-shop'

Niyi Aderibigbe, reporting on Ventures Africa, says that Jumia Egypt has launched 'shop-in-shop', an online shop for retailers.



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- Ventures Africa: [Jumia Egypt Launches Online Shop For Retailers...](#) According to the report, the "'shop-in-shop' is set to boost retail businesses via access to the e-retailer's nationwide shipping fleet, storage facilities, customer service platforms and offer buyers flexible payment methods." Mattia Perroni, CEO of [Jumia Egypt](#), explains that from the comfort of their office, brands can create and manage their e-shop on Jumia and will be given access to over 1 million Egyptians every month.

In addition to the brand's existing website, Jumia Egypt's 'shop-in-shop' will also "add a range of branded, stand-alone boutiques for retailers who want to build their online store in partnership with the e-retailer."

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