

Diagram 2: The e-commerce ecosystem in Cape Town



Software and app development

Fontera, Alacrity, Peruzal, Refresh, Creative Media, Realm Digital



Payment gateways

Pay U, Payfast, PayGate, Peach Payments



Online traffic marketing

Quirk, Glow, Liquorice, IncuBeta



TRADITIONAL RETAILERS

Companies in Cape Town with a strong e-commerce presence

- Woolworths
- Pick n Pay
- Clicks



E-TAILERS

C2C e-commerce

Online classifieds:

- Gumtree (1)*
- OLX (2)



B2C and B2B e-commerce

General retail:

- Takealot (4&6)†

Clothing and accessories:

- Zando (8)
- Spree (7)
- Superbalist (9)
- Ruby Box

Niche retail:

- Yuppiefchef (7)
- NetFlorist
- Seeds for Africa

Travel and hospitality:

- SafariNow
- TravelGround
- Lekkeslaap

E-goods:

- Quicket

Price comparisons:

- Price Check (5)
- Travelstart



LOGISTICS

In-house:

- Mr Delivery (Takealot)

Outsourced:

- On the dot
- RAM
- ARAMEX



INDUSTRY BODIES

- Cape IT Initiative (Capaciti, Bandwidth Barn)
- Silicon Cape
- Ecommerce Forum Africa
- CodeX
- Launch lab



E-COMMERCE AWARDS 2016

Takealot

SA's favourite e-commerce website, best mobile store

Yuppiefchef

Best e-commerce store, best shopping process

* Numbers in brackets indicate the company's ranking among the most-visited e-commerce websites in South Africa.

† Prior to the Takealot/Kalahari merger, Kalahari's website was ranked 4th, and Takealot's 6th.