

SOUQ.com launches E-commerce Fulfilment Services for Local and International Sellers via “Fulfilled by SOUQ”

- “Fulfilled by SOUQ” (FBS) program to boost local and cross-border e-commerce

- Consumers assured 100% genuine and high quality products with speedy delivery

5th October 2016, Dubai, U.A.E: SOUQ.com, the Middle East’s largest online retail and marketplace platform takes the lead in pioneering e-commerce initiatives in the region with the launch of “Fulfilled by SOUQ” (FBS) program. Built on the foundation of an advanced fulfillment network, the program offers unparalleled benefits to sellers and consumers on the platform. Keeping in line with SOUQ.com’s vision to innovate and offer the best services in the region, FBS initiative empowers sellers to save time, boost their sales and grow their business without having to worry about logistics, whereas consumers can enjoy a superior shopping experience with high quality guaranteed products with fast and prioritized delivery at their doorsteps.

Fulfilled by SOUQ (FBS) extends the services currently provided by the e-commerce platform to all sellers by enabling them to effectively fulfil their delivery orders to millions of customers in the MENA region. Further, FBS frees online sellers from the time and money required to store, pick, pack, ship, and provide customer service for the products they sell online. For consumers, a systematic and rigorous quality control process from pick-up to shipment ensures that 100% genuine and high quality product from trusted sellers are packed with secure packaging. Additionally, consumers benefit from faster pick-up on returns and enjoy excellent customer service for the orders.

Cross-border e-commerce is one of the fastest growing segment of global trade today and is helping SMEs reach global markets. Cross-border e-commerce has gone from zero two decades ago, to an estimated US\$ 1.92 trillion globally by the end of 2016. By providing end-to-end fulfilment and logistics support, FBS can support both global giants and SMEs from all over the world who want to enter the MENA market.

Wisam Daoud, COO, SOUQ.com comments, “Our primary objective is to deliver the highest quality products as quickly and efficiently as possible to our customers. “FBS” enables third-party sellers to take advantage of the vast network and infrastructure we’ve been perfecting for years. Buyers get access to a wider selection of products they can trust to arrive quickly and in great quality; Sellers get to build their online business without needing to worry about the operations required to deliver exceptional service. This initiative is a testament to our constant endeavour of utilizing technology and our operational expertise to further develop and grow e-commerce in the region”

“We're committed to the development of e-commerce and by providing impeccable end-to-end fulfilment solutions, FBS further opens the cross border e-commerce channel for international players and SMEs looking to enter the region.

”The cost effective and simple process of FBS features the selected products with a distinct badge on the App and a special filter in search to differentiate products on offer and ensure a higher level of visibility and sales. FBS registration is fast and simple via: <http://uae.souq.com/ae-en/fulfilled-by-souq/c/>

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About SOUQ.com

SOUQ.com is the largest online retail and marketplace platform in the Arab world, featuring more than 1.5 million products across 31 categories such as consumer electronics, fashion, health and beauty, household goods, and baby. Today, SOUQ.com attracts over 45 million visits per month, with localised operations in the KSA, UAE and Egypt. SOUQ.com offers a convenient and safe online shopping experience with secure online payments, option to pay cash on delivery and free returns. For more information, visit www.SOUQ.com.

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