

# Nahoo TV introduces first shopping channel in Ethiopia

Nahoo Television launched Ethiopia's first shopping channel *Mazesha Zone*, exclusively dedicated to commercials, presentations and demonstrations of products.



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The broadcaster has already set up warehouses, delivery systems, epayment mechanisms and credit schemes to facilitate the operations of the satellite channel. The station will start by advertising about 100 consumer goods and products, with the intention to incorporate up to 5,000 items in the coming six-month period.

The channel will enable viewers to place orders for the products advertised on the channel by phone to a hotline. Information on callers' orders regarding product and location of deliveries will be collected, and purchases above 36.17 USD (1,000 Birr) will be delivered free of charge.

Tewdoros Shiferaw, a major shareholder of Nahoo, explained the reason behind the home shopping channel: "The nation's markets are hectic and inconvenient. They do not invite potential buyers to spend their money. More than that, customers don't know the quality of the product they are buying."

The broadcaster has already around 60 employees in place for this new operation and is expected to create more job opportunities in the future. Companies whose products are advertised on the channel are not required to pay for product placement.

Source: <http://nextvnews.com/>.

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