

PricePadi.com launches in Nigeria today

IT News Africa reports that Nigerian consumer internet company, Iconway, is launching PricePadi.com - an online shopping service which allows customers to search for and discover products from different sources in Nigeria - today, 1 September 2014.



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- IT News Africa: [PricePadi set to launch in Nigeria...](#) The report states that PricePadi.com features over 10,000 product items under categories of mobile devices, electronics, computers and appliances.

Says Iconway Founder, Oduntan Odubanjo: "We have built a solution, which though far from perfect provides a great user experience for Nigerian shoppers to research items before they purchase. Our goal is to allow Nigerians make informed purchasing choices and we will be investing over the next couple of years to take this to the next level."

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