

Online retail store grows successfully

Founded in 2010, by Lauren Graham and Kimberley Wood, Diligo.co.za services Southern Africa with chic womenswear at affordable prices. The site has seen excellent growth and they describe the site as the largest privately owned online fashion platform in SA. Diligo has Latin roots and means to love something, to esteem it and to hold it in high regard.



The company introduced Diligo Flashsale, a fashion flash sale shopping platform, hosted within the site, offering access to trending international fashion at discounted prices and a variety of unique styles, exclusive to the site.

The partners, excited about the growth, are concentrating heavily on systems, logistics and integrations to remain abreast of service delivery, given the increasing volumes. Additional staff has been hired to ensure that the quality of product and service remain consistent and unwavering. The team is dedicated to effective staff training programmes and accountability on management to provide solid direction. Emphasis is also placed on staff responsibility and accountability for correct execution of tasks.

They have big plans for the site in 2013 and hope to use the experiences and knowledge gained thus far to take the brand and business to new heights.

For more information, go to www.diligo.co.za.

For more, visit: <https://www.bizcommunity.com>