

# e-Tailer Klika Group's sales soar as it launches its latest fitness offering

Klika announces 30% growth in its annual sales

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Klika Group buckled the general weakened consumer sentiment as it announced a 30% growth in its annual sales and the launch of its latest website, PowerTrain.com.au.

The e-commerce group operates a hybrid business model with significant online market share across household product categories, selling its private label brands through its own platforms (Klika.com.au, Kahunaplay.com.au, Dropsite.com.au and now Powertrain.com.au) and across most major Australian and New Zealand online marketplaces.

Director of Operations Leo Zaitsev said, "We have had annual 30% growth in our website sales and successfully reverse engineered the traditional wholesale business model, creating what we refer to as an "e-wholesale business". We supply products and brands which we have created to other e-tailers with the additional service of delivering the products directly to their customers. This has allowed us to bridge the gap with quality and affordable products in a price sensitive environment, without the need for costly and intangible above the line marketing, and overheads."

The PowerTrain brand which recently celebrated its 6th birthday has enjoyed a significant customer following in the online retail space, delivering close to a million products to households in Australia and New Zealand since launch.

"I don't believe there is another Australian brand like PowerTrain which offers the depth of products, and local customer support that we do. Also unlike our competitors, we focus on the quality of the product and growing the brand, rather than discounting and ultimately cutting corners on the quality and durability of the product. We have the range, local customer support as well as the local showroom for customers to play around with the products before they commit to buying them. The next logical step for the brand is expansion into activewear, which we aim to launch before the end of the year", the proud co-owner continued.

The current PowerTrain product line up consists of cardio, weights, home gyms, treadmills, gymnastic equipment, accessories and trending functional fitness essentials such as battle ropes, kettlebells, bosu balls to name a few.

"I wouldn't say I'm a gym fanatic, but I do enjoy working out and keeping fit in my own time and space. PowerTrain offers this freedom and motivation to anyone who wants to better their overall wellbeing and lifestyle by giving them the flexibility to choose how they want to exercise in the privacy of their own home. It allows you to have your home gym as basic as you want it or as sophisticated as a mini fitness centre can be. The setup is entirely up to the customer. We're simply providing the vehicle to get them going."

As a show of confidence, Zaitsev concludes "we know the online market inside out. We understand the fitness industry well, and we represent a solid business with exceptional growth prospects going forward".

To learn more about Klika Group, visit <https://www.klika.com.au/newsroom>

About Klika Group ([www.klika.com.au](http://www.klika.com.au))

Founded in 2005, Australian owned and operated, Klika Group has a unique hybrid online retail and e-wholesale business model, offering for sale directly to consumers more than 15,000 products via "klika.com.au platform and supplying products from its 18 private labels such as Kahuna Trampolines, PowerTrain Fitness, Wallaroo outdoor equipment, Yukon Trade, to name a few. Klika's wide product range is also available across all the main online marketplaces in Australia. Awarded as Top 20 Online Retailers in the country, in addition to Power Retail Top 100 Retailers list, Klika differentiates itself in the online retail space by supplying a diverse range of products with a focus on bulky profile categories and a true omni-channel presence with phone sales and a physical store operating 7 days a week at its 15,000sqm central facility in Melbourne. The group is supported by two satellite offices in China and Philippines.

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