

# KLIKA EXPECTS PROFITS TO SOAR WITH AMAZON

Online Retail Giant Klika Welcomes Amazon's Entrance to Australia

MELBOURNE, June 15, KLIKA- Australia's top 20 pure play e-tailer refuses to jump on the hysteria bandwagon and contrary to most other Australian retailers expects its profits to soar through its planned partnership with Amazon. As the local online retail industry prepares for the next wave in retail revolution to sweep across the country, Klika, expects the "Amazon Effect" to grow its business and awaits eagerly for the world's largest e-tailer to land in Australia.

"Whilst many local businesses are under a real threat of becoming irrelevant, we're excited and welcome the entrance of Amazon into the Australian market.", says Klika's Director of Commercial Operations and Internet Retailing 2017 top rising star, Leo Zaitsev

Unlike many players in the market, Klika notes that it has complete control of the entire supply chain of its private brands across thousands of products and is not restricted to being a mere website for local distributors to offload their excess stock.

"Our private brands and products have a mass following, and are already entrenched in every online marketplace in Australia which naturally diversifies our business, and we forecast the same to occur with Amazon Marketplace. We know who we are and have a good customer proposition." The rising star continues

Zaitsev expects the current 7% online market penetration in Australia to double over the next few years with Amazon's marketing power and for Klika to leverage off the traffic Amazon will command to promote its suite of products, and increase Klika's market share through an entirely new demographic Amazon is likely to capture. "We are able to be more innovative than just compete on price as our customers still look for a quality provider that gives them individual attention. Our customers have the option of shopping online, over the phone or the more traditional way in our physical store. In addition to nationwide delivery, we also offer on-demand delivery in Melbourne metro, as well as click and collect, to provide a more holistic shopping experience". Zaitsev said

Klika's attentive customer service approach makes the online giant a serious player to take notice off. Offering for sale more than 10,000 products, with its Melbourne store trading 7 days a week and longer hours, means customers opting for click and collect have the flexibility of picking up their purchases before or after work, and on weekends.

"We are a genuine omni channel e-Tailer and we don't believe any other e-tailer in Australia comes even close. We are excited with the prospect of growing even more by partnering with Amazon as another platform to market our brands and products," Zaitsev concluded.

## About Klika

Founded in 2005, Australian owned and operate Klika has grown to become one of Australia's leading online department stores. Awarded as Top 20 Online Retailers in Australia, in addition to Power Retail Top 100 Retailers list, Klika offers over 10,000 products to shoppers covering everything from fitness equipment, tools, home living, music instruments and outdoor furniture, with a flat shipping rate nationwide for \$9.95. Trading 7 days a week Klika provides nationwide delivery even for its largest products, as well pickups and same day delivery in Melbourne. As a genuine omni-channel e-tailer, Klika customers can shop online, over the phone, select the click and collect option, or the traditional way of buying over the counter. In addition to this Klika offers home installation services for its more sophisticated and bulkier items.

Klika operates out of its 15,000 sqm central facility in South Oakleigh, Victoria with satellite offices in two other countries. Klika customers are not only spoilt with a wide range of product categories to shop from, but also with Klika's range of private labels as well as global brands such as, Sony, Breville, Apple, Huawei, educational toys from Colorific, Disney licensed toys and bedding, VTech, Uniden, Belkin, to name a few.

For more information, please visit [www.klika.com.au](http://www.klika.com.au)

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