

93: Kim Reid, CEO of TakeAlot.com

On the last [Biz Takeouts Marketing and Media Radio show](#) we chatted to TakeALot (@TAKEALOT) CEO, Kim Reid, about the recent announcement of a R1bn investment from Tiger Global. We also look at any Sub-Saharan Africa expansion plans, the announcement of the new CTO Willem van Biljon and the growth of TakeALot.

Then in our agency focus segment, we chat to Reghard Goussard (@reghard_BOB), Founder and CEO of newly formed collaborative agency BOB - Best of Breed (@weareBOB_). We chat to Reghard to find out more about the agency, the departments and the teams involved.

Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

In studio on Thursday 12 June we hosted TakeALot CEO, Kim Reid.



Where is the R1bn going to be spent?

Kim Reid: The ecommerce opportunity in Africa is a difficult one to predict. We have a surplus of funds right now that we can deploy where we want to which gives us options. Previously you focus on particular things with cash flow in mind, but this cash gives you more options. We have enough cash to push ourselves in a very good position in South Africa and Africa.

■ *You recently announced the appointment of Willem van Biljon. What does Willem bring to TakeAlot?*

Kim Reid: Willem is an asset to the business. He comes on board as joint CEO and CTO, I have known him for a long time and he is a highly intelligent man with a great track record and understands technology. So Willem brings a technical slant to the business which we have been battling to solve and also brings an operations mindset to assist us in many ways as well as leadership. He is a great asset to the business.

TakeAlot.com site: www.takealot.com

Get all the other information from Kim Ried and TakeAlot by listening to this week's podcast.

Also in studio on 12 June we sat with Reghard Goussard, Founder and Chief Commercial Officer of newly formed collaborative agency BOB - Best of Breed.

■ *What is BOB?*

Reghard Goussard: After 15 years in the industry with the lead agency model and listening to client needs and realising the margin which everyone worries about is shrinking, so looking at what we can do to bring trust back in the industry? The model is based on individuals who own their own businesses and hand picked the guys and put a collaborative group together to cover specific areas.

■ *What are the benefits for clients using BOB?*

Reghard Goussard: There is a collective power and offering the most important thing for the client is totally objective and you have independent specialists all sitting around the same table where we can offer brand solutions. What is important is that these are the business owners, the entrepreneurs and you sitting around the table with like minded people who think like the client does.

Check out BOB here: <http://www.wearebob.co.za/>

Get all the other questions, answers and more by listening to this week's podcast.

The news roundup covered:

- [Apex... Beeping fantastic!](#)
- [TBWA\Cape Town rolls out new business](#)
- [Is social media a waste of time?](#)
- [New editors for Caxton magazines](#)
- [Global Strategic Insights - Head](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (53.5MB) or [listen](#) to the podcast (51:41min).

Episode 93: Kim Reid, CEO of TakeAlot.com

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