

Orange retail store set for 2015 launch

Following the success of the Orange Online Store, introduced to South Africa earlier this year, telecommunications services provider Orange will launch its first branded retail store in South Africa, situated in Claremont, Cape Town. The store is expected to start trading in January 2015.



Image source: [Orange SA Facebook](#)

Orange Horizons CEO Sébastien Crozier explains, "The response to the online store from the South African market exceeded our expectations. This led to a local warehouse being established to service this market and now the opening of our first retail store in the country. We are excited about the store, as it not only provides a further platform for the brands growth into Africa - which is a key market for us - but is also an additional step in our commitment to our customer base in the region."

Besides offering consumers a wide range of the latest gadgets and accessories, the store will also offer click and collect facilities, a drop off point for repairs and returns, point of sale for top-up products and provide customer service concerning travel products for South Africans travelling abroad that wish to arrange their communication needs before departing.

Orange franchisee, Greg Dunbar, explains, "I have been in the franchising business for many years, and it has been my experience that consumers are looking for personalised service from a provider they can trust. While the store will provide a platform for the promotion of new products into the local market, it will also provide a physical point of contact for customers, which I believe will make them feel more comfortable when using the online store and purchasing in general."

Crozier explains that in future, the store will also act as a point of service for the brands ISP activity in the country. "Having a physical retail presence in the country not only offers an improved experience for our consumers, but facilitates for further growth into the region. Further to the Wi-Fi offering in South Africa, our plans to launch as an ISP in 2015 will be made easier by having a point of service and contact with our customers," he concludes. Orange plans to open additional stores in key provinces and geographical areas.