

# New design tool for online stores from Shopstar

A new design tool, from Shopstar, reinvents the creation of online shops by shop owners and designers. It allows anyone to create and manage his or her own online shop effortlessly. Developed in Cape Town by a team of industry professionals, it is a homegrown solution for South Africa's e-commerce requirements.

Jens Herf, MD of Shopstar, says, "We believe that a successful shop primarily needs good products, good product image and professional order fulfilment. We have had many requests from shop owners and designers for a more advanced tool and developed this module over the last two months to replace prescribed themes effectively. It is very intuitive and easy to use, offers virtually unlimited choices of colours, fonts, creating background images and more.



## Milestones

The company has come a long way since it went live at the end of 2013. Today there are more than 1400 registered shops, many major creative brands and start-ups from a wide range of industries, which have achieved a combined turnover of more than R5-million to date. Its milestones include:

- One of three start-ups to receive an investment offer at SparkUp! Live
- Part of Seedstars Cape Town and "Get in the Ring"
- Topic of a 3-month study by MBA students of the UCT Graduate School of Business
- Part of the Microsoft BizSpark programme
- One of three winners at the 2014 Tech4Africa IBM SmartCamp

"It is our vision to see every young creative and small business in Africa sell and market him/herself online. Working close with our clients, our mission is to provide a product that allows them to successfully, cost effectively and without much technical knowledge sell their goods and services online," concludes Herf.

For more information, go to [www.shopstar.co.za](http://www.shopstar.co.za).