

# Buywela.com simplifying e-commerce for Nigerians

A new startup, Buywela.com, is aiming to become the "Google for e-commerce" in Nigeria - simplifying the process for online shoppers when searching for the best deals in online stores.



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The company was founded by Nigerian entrepreneurs Reuben Odunze (CEO and Founder), Wisdom Uwaize (Co-Founder), and Lemeul Okoli (Co-Founder and CTO).

Through working in a similar way as Google, the website will reportedly save online shoppers the time and energy of browsing through numerous e-commerce websites by aggregating and indexing the best online shopping deals, products and promotions from reliable and popular online stores in the country, and showcasing them on one platform.

Once a shopper finds the products that suit their preference, they can click on the 'Buy' button, and will be re-directed to the website from which the information was pulled.

For more, go to [www.buywela.com](http://www.buywela.com).

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