

173: E-commerce with the Cape Union Mart Group

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 12 May 2016, from 9-10am, show host Warren Harding looks at the expansion of the Cape Union Mart Group into e-commerce, and is joined by Amanda Herson, e-commerce director of Cape Union Mart Group.



We look at the launch, the logistics and the running of the Cape Union Mart Group brands online, and chat about the brands:

- Cape Union Mart
- Poetry
- Old Khaki
- Tread and Miller

Amanda shares her learnings on ecommerce, what the future holds and which brand is her favourite.

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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