

New search site brings sales to customers online

[SaleSearcher](#), the newly-launched online sales and specials listings site, gives South African retailers an innovative opportunity to capture additional customers during this time of economic belt-tightening.

The service provides online listings of special offers and sales, thereby allowing customers to search for sales from a range of retailers, both online and offline from across South Africa, according to merchant or specific product category.

Despite the current economic situation in South Africa and around the world, the reality is that consumers will still be shopping, especially with the looming festive season. However, with cash not stretching as far as it used to, consumers are becoming more aware of how they are spending their money.

The site provides retailers with the opportunity to reach these customers. Part of the service includes an aggressive online marketing campaign to take SaleSearcher and its listed suppliers to as many consumers as possible.

SaleSearcher is the brainchild of young South African entrepreneur, Ryan Ferreira, who spent six months this year researching the viability of such a site.

“I was amazed by the savings that a consumer can make if they have the time and energy to search out the sales in their area. It struck me that by bringing together customers and suppliers via a web site, I would be creating a win-win situation for both groups,” said Ferreira.

“This is a great idea,” said Eric Edelstein, founder of Springleap, www.springleap.com, the online t-shirt retailer. “Shops who don't have an online presence instantly get one thanks to SaleSearcher. And companies like Springleap, which is primarily an online operation, get to widen their marketing footprint and compete head-to-head with the bricks and mortar guys.”

It is apt that a web site celebrating sales and special offers, kicks off business with a promotion of its own. Any retailer signing up to be listed on Salesearcher before the end of November will receive a free listing until February 2009. For more information, visit www.salesearcher.co.za or email .