

## Global group buying pioneers enter African continent

Groupon, one of the global group buying pioneers, has entered the African continent through its acquisition of SA's home-grown version, Twangoo. Its website MyCityDeal.co.za launches with intro deals for Johannesburg, Cape Town and Durban, including a signup deal of an 80% saving on a three month contract with online video rentals from PushPlay and a different weekly deal for each city. These deals include 60% off a sea food platter for two, 80% off a gym contract and 80% off laser hair removal.



Using the principles of collective buying, Groupon SA negotiates discounts of popular businesses both nationally and on a city-by-city basis. Group buying and daily deal sites are a global e-commerce growth phenomena, with millions of consumers taking advantage of massive discounts on anything from magazine subscriptions to spa treatments, ranging from at least 50% to 70% or more.

"The key to returning customers is the deals," says Wayne Gosling, chief operating officer of Groupon SA "We must keep presenting top deals on our site every day and the key to this is to find the merchant wanting to promote his or her offering and the consumer wanting great value for money."

[Twangoo.co.za](http://Twangoo.co.za) customers will not be automatically migrated to [MyCityDeal.co.za](http://MyCityDeal.co.za) to comply with data protection issues - they will need to re-register (an almost instant process).