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## **A new App platform gives smaller stores a mobile advantage**

**Starting today the mobile commerce platform specialists iBuyWeSell will be offering custom made apps that allow consumers to carry their favourite stores in their pocket. iBuyWeSell believes that their service will give smaller, high service speciality stores a competitive edge, in driving sales volumes and customer loyalty.**

With smartphones being or becoming the number one communication and entertainment platform all over the world, it's only a matter of time before shopping becomes the next big thing that goes mobile. Already, nearly 80% of Australians use their smartphone for searching and shopping everyday.

For a small or midsize brick-and-mortar business (boutique or store) this development is a great opportunity, but it can sure feel overwhelming. If you miss out on this development, you will certainly loose to your competition. But how do you create and manage a good mobile presence that will keep customers returning to the store and increase sales? Those stores that offer unique products and services, or those stores where customers rely on in-store advice, and especially those with customers who want to buy or browse on the move, stand to gain competitive advantage if customers carry their store in the form of an app wherever they go. Apps push information out to customers allowing stores to create special relationships

The iBuyWeSell platform is a turnkey solution for any retailer. In a matter of 2 weeks a brick-and-mortar business can launch its own mobile shop solution with custom made Android and iOS-apps and a powerful back end administration system, all this with a very limited investment both in money and time, the two most critical things for a small retail business.

iBuyWeSell has created a platform for m-commerce applications that is both flexible and reliable. The solution includes a fully featured mobile shop and a powerful inventory management system that is automatically updated as iOS and Android evolve and in addition it provides powerful customer insight.

“Our mission is to help traditional brick-and-mortar small and midsize business to extend trading, build their brand, loyalty and increase sales and at the same time we want them to be proud of their mobile presence. For us it's about building beautifully designed and perfectly functioning applications, and we can do this very cost effectively due to our powerful platform” says Bob Ilievski, CEO and founder of iBuyWeSell.

A number of companies and platforms have launched in the last years focusing on web e-commerce solutions, however iBuyWeSell is first to launch a native completely m-commerce platform embracing the great benefits for both customers and retailers that the quick smartphone development has given them.

Please visit <http://www.ibuywesell.com/mobile-app-development>

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Based in Stockholm, Sweden, and Melbourne, Australia, ibuywesell.com is the first company to offer businesses and consumers a free service where they can create, publish, search and manage their advertisements directly via smartphones. The company is already a well-recognised name in online marketing and the trade industry and has been honoured with 'the simplest and best application' award in the Samsung Global Developer challenge.

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iBuyWeSell AB

www.ibuywesell.com

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