

Remember me
 Register | Forgot password?

Tuesday, February 1 - 2011

عربي

AMEinfo.com

Advanced Search

I want to...

News Releases

Appointments

► Company News

Event News
 Research and Studies

Special Reports »

Healthcare IT
 Corporate travel
 Emirates 25th Anniversary
 Maximising profit through IT
 Corporate IT security
 Abu Dhabi 2030

Events Coverage »

BETT ME
 Abu Dhabi Grand Prix
 Business travel show
 Gulf Real Estate
 Gitex

Industry News

Aviation
 Banking
 Education
 Energy, Oil and Gas
 Executive Motoring
 Finance and Economy
 Healthcare
 Manufacturing and Industry
 Media and Advertising
 Real Estate
 Retail
 Technology
 Telecoms
 Tourism and Hospitality
 Transport and Logistics

Video and Audio

Latest Videos
 Face to Face
 Luxury Lifestyle
 Property Report
 Motoring and Test Drive
 Technology Insight
 Latest Audio
 Podcasting

Financial Markets

Islamic Finance and Banking
 Financial Planning
 Futures and Commodities

Industry Analysis

IT strategy
 Dubai Property
 Middle East Oil & Gas
 Five-Star Travel
 Gulf Tourism and Aviation

Country News

Bahrain News

Welcome

Log in | Register for free | Why register? | Free industry newsletters

Home : News : Company News : W : http://media.ameinfo.com/interstitials/ad.html?oldURL=http://www.ameinfo.com/news/Company_News/W/www_Kentessa_com/&timer=60000



Browse related articles

[Next article »](#)

LATEST: Montblanc store o_

Kentessa.com posts 540% growth in 2010 revenue

United Arab Emirates: Sunday, January 30 - 2011 at 14:07

PRESS RELEASE

Kentessa.com announces a 540% year-over-year increase in 2010 gross revenue, vocal critics from the past are now queuing up as would-be investors.

Article continues below ?



"The encouraging growth that we're experiencing is a combination of higher conversion and a growing trend towards online shopping in the region," CEO and Co-Founder Hamad Ahmed was reported as saying. "Whereas visitor traffic didn't rise astronomically (in 2010 compared to 2009), the conversion and visitor's propensity to purchase online has witnessed a noticeable shift."

A recent survey of 7,000 participants by SpotOn PR and Effective Measure disclosed that 32% of internet users in MENA have shopped online. Furthermore, UAE and Kuwait lead the pack with 47.5% of internet users reporting to have purchased a product or service online. Experts predict e-commerce transactions in the Middle East will grow, driven by infrastructural development, strong government focus on online services, and rapidly growing internet penetration.

Industry wide data on e-Commerce statistics is not readily available for the Middle East. However, market research firm Comscore revealed that the \$32.6bn sales in U.S. online Holiday Season shopping for 2010 indicated a 12% increase compared to 2009. As mature eCommerce markets witness recession-defying growth, uncharted segments of the Middle East with extensive internet penetration demonstrate considerable potential.

Related stories

<http://media.ameinfo.com/interstitials/ad.html?oldURL=http://www.ameinfo.com/rssfeed>

- Online shopping store
 Kentessa.com signs on major players for new gift experiences line
- Dubai online shopping retailer
 Kentessa.com drives higher sales despite economic downturn

[» more www.Kentessa.com news](#)

Newsletter »



Subscribe to our range of e-newsletters

- » Company news
- » Industry news
- » Country business news

AMEinfo.com Jobs »



Medical Team Lead - HSE Oilfield Operations
 Attractive Salary
CEO - Contracting Co. Muscat, Oman
 Muscat, Oman
 Attractive Salary Package
Recruitment Consultant
 Negotiable

[» Browse all jobs](#)

Jordan News
Kuwait News
Qatar News
Saudi Arabia News
UAE News
Middle East News

Business Services

»
Jobs
White Papers Library
Businesses for Sale
Toolbar and Tools
Currency Converter
Current World Time
E-mail Alerts
Media Centre
Online Parcel Tracking
RSS News Feeds
Weather Forecast
Mobile Services
Top 25 Business Sites

Country Guides

Bahrain	Oman
Egypt	Palestine
Iran	Qatar
Iraq	Saudi Arabia
Jordan	Syria
Kuwait	UAE
Lebanon	Yemen

Subscribe
to our weekly
e-newsletters
Sign-up for free



Audited Unique Users
Oct 2010: 2,185,068



This resonates especially for member OPEC countries as crude oil once again leans towards \$100 per barrel, and the likes of Abu Dhabi, and Kuwait City's economies surge ahead on rising oil prices.

Headquartered out of Dubai, UAE, online retailer Kentessa.com offers customers an expanding catalogue of more than 2,000 products. The products available on the site range from clothing and accessories, to flowers, chocolates, perfumes, spa experiences, toys, books, movies, electronics, home appliances and more. Kentessa.com has recently added household names Pure Gold and Giordano to its' previous line up of Godiva Chocolates, Angsana Spa, Koraba Jewellery and Samra Jewellery.

"In 2011, there's a concerted effort at Kentessa.com to capitalize on our business intelligence in establishing a better match between the quality of products offered and rising online consumer demand," Ahmed said.

Pure Gold is the leading jeweler in the Middle East with 85 stores across the region. It's known for the latest design and a wide range of innovative concepts. The other newest member to begin selling online via Kentessa.com's convenient platform is Giordano, which is a highly reputed international retailer of apparel and accessories. Giordano Middle East operates over 200 stores in 15 countries, including the Gulf Cooperative Council (GCC) countries.

Contrary to prevailing misconceptions of limited credit card use online due to over-cautious shoppers, Kentessa.com shares that the majority of its' online sales are conducted through credit card purchases online and a relatively smaller percentage through cash on delivery. A Nielsen Global Online Survey supports a similar finding in that 84% of UAE online shoppers preferred credit cards for online purchases. The payment options provided by Kentessa.com enlist trusted payment gateways Google checkout and PayPal for an effortless checkout experience.

The core competency at Kentessa.com responsible for its success has been a complete integration of the corporation's eCommerce business with its logistics operations. Managing a fleet of temperature-controlled vans accompanied by company-recruited couriers, Kentessa.com effectively fulfills door-to-door customer service requirements. In-house logistics is what allowed the enterprise to be one of the pioneers in same-day delivery.

"We noticed that the foremost logistics companies in the country could not provide the fundamental support required for delivering perishables such as flowers and gourmet baskets. We therefore built a nationwide network to ensure perishable delivery within all 7 Emirates of the UAE," said Ahmed.

Additionally, the site offers an online chat facility, along with a toll free number for comprehensive customer support. Backed by a 100% satisfaction guarantee, customers can shop with confidence that the acquired merchandise can easily be returned. While orders can be placed from anywhere around the globe, deliveries are made exclusively within the U.A.E. On the other hand, certain products like flowers and chocolates can be delivered in 140 countries worldwide.

During 2010, technology highlights from the UAE include Carrefour embracing eCommerce with the launch of its non-food items website. And U.S. based online group-purchasing giant Groupon.com announced it will be unveiling the U.A.E. version of its website in the near future.

Also consider reading:



» **Victoria's Secret** arrives in Dubai



» **Dubai Shopping Festival 2011** starts its regional...



» **Consolidated Gulf Co and Qatar Airways** tie up in...



» **Dubai Shopping Festival 2011** visits Muscat



» **Prices of Coke, Pepsi** to rise up to 50% in UAE

Verizon's Best Price

Business High Speed Internet As Low As \$24.99/Month & Free Equipment!
Verizon.com/SmallBusiness

B2B eCommerce Solutions

Outsource your B2B integration to lower your total cost of ownership
e2open.com/B2B_Solutions

NetSuite Pack and Ship

White Papers Library



Search the AMEInfo.com White Papers Library for the latest technology papers

» **White Papers Library**

Businesses for Sale



Find a business or franchise for sale or advertise to sell your business

» **AMEInfo.com Businesses for Sale**

» **AMEInfo.com Franchises for Sale**

News Alerts



Get Watchlist news alerts on industry or individual company news, as it happens, straight to your inbox

» **What are Watchlists?**

» **Register / log in to set up Watchlists**

Business Directory



List your company details for FREE in the regions biggest online directory

Access company information for 14 countries in the Middle East for FREE

302,340 companies from 14 Middle East countries

» **AMEInfo.com business directory**

» **Add your business to the AMEInfo.com directory**

Current Events Directory



Access the region's biggest directory of events, taking place across the Middle East for FREE

» **List your event details for FREE**

208 upcoming events in the Middle East

News



» **Latest news articles**
» **Submit a press release**

Latest Videos



Also consider watching:



Multi-Carrier and Export Shipping 100%
SaaS for Parcel, LTL, Truck
NetSuite.Pacejet.Com



Ads by Google

ARTICLE OPTIONS PDF Print E-mail Save Login to Add to Watchlist

ADD ARTICLE TO Twitter LinkedIn Facebook Digg

Home : News : Company News : W : http://media.ameinfo.com/interstitials/ad.html?oldURL=http://www.ameinfo.com/news/Company_News/W/www_Kentessa_com/&timer=60000

Browse related articles [Next article »](#)

Today's most read articles:

- » [Iraqi Kurdistan oil exports will not resume today - reports](#)
- » [Registrations open for Young Entrepreneur Competition](#)
- » [Honda launches all new 2011 Odyssey for GCC markets](#)
- » [Moody's downgrades Bahrain Islamic Bank to Baa2/P-3/D; on review for further possible downgrade](#)
- » [Dubai-based Falcon Group expands in Indonesia](#)

[Log in](#) to request more information from www.Kentessa.com

Related site: <http://www.Kentessa.com>

Notes and media contacts

About Kentessa.com:

Kentessa.com, the Dubai online shopping retailer, was launched on October 9th, 2008 by former Priceline.com executives. Kentessa.com's unique business model is a blend of online retail conglomerates such as Amazon.com and online gift stores like Gifftree.com.

Kentessa.com allows branded brick-and-mortar stores the option of setting up their online store free of cost, and provides an all-encompassing order fulfillment service ranging from set up, product sale, customer service, and door-to-door delivery.

The corporate name Kentessa.com is a derivation of the Italian word 'count', meaning royalty or nobility. Kentessa.com is headquartered in Dubai Silicon Oasis, United Arab Emirates.

Media Contact:
Amy Parker
Public Relations
Phone: +971-4-293-0119



Posted by **Rana Mesbah**

Sunday, January 30 - 2011 at 14:07 UAE local time (GMT+4)

Replication or redistribution in whole or in part is expressly prohibited without the prior written consent of AME Info FZ LLC / Emap Limited.

Disclaimer:

Articles in this section are primarily provided directly by the companies appearing or PR agencies which are solely responsible for the content. The companies concerned may use the above content on their respective web sites provided they link back to <http://www.ameinfo.com>

Any opinions, advice, statements, offers or other information expressed in this section of the AMEinfo.com Web site are those of the authors and do not necessarily reflect the views of AME Info FZ LLC / Emap Limited. AME Info FZ LLC / Emap Limited is not responsible or liable for the content, accuracy or reliability of any material, advice, opinion or statement in this section of the AMEinfo.com Web site.

For details about submitting your stories, please [read the guide](#) - all content published is subject to our [terms and conditions](#)

Mobile

Read AMEinfo.com while out and about on your mobile via our special hand held site

» Go to the AMEinfo.com mobile site

Follow AMEinfo.com