

Search WEB SEARCH



VIDEO: American drivers setting cars on fire to avoid payments

News Search All News Advanced

Dubai Online Shopping Retailer Kentessa.com Drives Higher Sales Despite Economic Downturn



Buzz Up Send Share Print

Thu Apr 9, 3:05 am ET

RELATED QUOTES

^DJI	7,837.11	+47.55	Recession Fostering Demand as Below-Market Prices Boost Sales at Dubai Online Shopping Store Kentessa.com
^GSPC	825.16	0.00	
^IXIC	1,590.66	0.00	Dubai, United Arab Emirates (PRWEB) April 9, 2009 -- As the global economic downturn significantly affects margins for brick and mortar

retailers, for e-commerce companies like Kentessa.com, it is providing a glimmer of good news as the company continues to display a steady earnings growth. The new online shopping site in Dubai, U.A.E is reporting a 120 percent month-over-month sales increase since its launch in 2008. On the heels of these strong results, Kentessa.com is scaling capacity by doubling its product offerings within the next three months, while overhauling the design and architectural platform of its site to align with leading e-commerce trends.

With the foresight to capitalize on the broadband infrastructure that was established in the last three to four years in the U.A.E., Kentessa.com's CEO Hamad Ahmed identified early on that an opportunity existed for a niche e-commerce market in the U.A.E. Most households now in the U.A.E. have high-speed Internet and are taking advantage of the convenience that online shopping offers.

"The feedback we've been receiving from our customers has been extraordinary," said Hamad Ahmed. "Large shares of our customers are international and are ordering gifts for a relative or family member living in Dubai and once they find out about our exceptional service and wide range of products, they become repeat customers." Approximately 80 percent of the population of the U.A.E. are emigrants from the United Kingdom, India, Russia, Philippines, and Australia and make up over 100 different nationalities.

Operating since fourth quarter 2008, Kentessa.com has accumulated a large number of high-quality brand name products at discounted prices. With over 500 items currently in stock, the best-selling product is perfumes. Price range varies from a Barbie Chic Doll that retails for \$8.70 to an emerald heart-shaped necklace for \$948. While the online retailer takes orders from anywhere in the world, deliveries are exclusive to the U.A.E.

The [Dubai Online Shopping](#) site carries Mont Blanc pens, [Patchi](#) chocolates, Swarovski crystal, accessories such as cuff links and necklaces, home décor items, toys, designer perfumes and flowers for occasions such as thank you and corporate gifts, birthday, anniversary, and holiday presents. The designer perfumes and corporate products are sold up to 25 percent below market price. Unique to Kentessa.com is the same-day or next-day delivery of certain items such as flowers and chocolate. The company is also the only e-commerce site in the U.A.E. to offer its own fleet of temperature-controlled vans that serve as Kentessa.com's courier service.

Repeat customer Meredith Myers takes advantage of Kentessa.com's wide selection of items she purchases for corporate gifts. "I find the site very useful because it saves me a trip to the mall," said Myers, who is originally from Australia and relocated to Dubai in 2003. "I think their team is impressive and they go out of their way to make sure I am happy."

"Our goal is to raise the bar of the online shopping experience and exceed our customers' expectations," said Ahmed. Modeled after highly successful e-commerce sites such as [1800flowers.com](#) and [Amazon.com](#), the team at Kentessa.com have an edge when it comes to managing an e-commerce company. Many employees, including the top decision-makers, are Ivy League graduates who have worked at e-commerce sites like [Priceline.com](#). The company attributes sophisticated [website development](#), in addition to Search Engine Marketing (SEM) and Search Engine Optimization (SEO), as indispensable ingredients to their accelerated sales growth.

With Kentessa.com's new design, completed in mid-March, the site is easier to navigate, especially when checking out. "We have reduced the number of checkout steps by fifty percent and we hope this will increase our conversion rates," said Bill Kahn, CIO at Kentessa.com.

Top Stories

- [US warship arrives as pirates' options dwindle](#)
- [Italy earthquake death toll rises to 275](#)
- [Obama looking at cooling air to fight warming](#)
- [Early reports: March sales fall, but less sharply](#)
- [UK's top anti-terror officer resigns after blunder](#)
- [Suicide bomber kills 5, wounds 17 in Afghanistan](#)
- [Lance Armstrong accused of violating doping rules](#)

[More Top Stories »](#)

ADVERTISEMENT

sponsored links

Jobs in United Arab Emirates

Jobs In Dubai Inc Find a high-paying, challenging job in UAE. Jobs in many specialties. Also, jobs in Qatar, Bahrain, Oman and Kuwait. Serving USA, Canada and International. [www.jobsindubai.com](#)

WritingClasses.com - Best Online Classes

Study online with the published authors of Gotham Writers Workshop. [www.writingclasses.com](#)

Dubai Hotels: Save on Low Rates

Huge Collection of Dubai Hotels and Resorts. Book Now and Save Money. [www.southtravels.com](#)

Featured



IRS tax secrets

SmartMoney magazine reveals five things the IRS isn't telling you. [» More on taxes](#)



Recession-proof major

Nursing is one of the few professions looking for employees. [» More job videos](#)

Kentessa.com offers [Google](#) checkout - the only e-commerce site in the U.A.E. that offers this feature -- and online chat for a better shopping experience. The company's lean overhead operating expenses are also contributing to their overall success since retail space in Dubai is very expensive. "This definitely frees up financing and has enabled us to invest in online marketing and optimization and increase our product offerings," said Ahmed.

Kentessa.com, the [Dubai gifts](#) retailer, was launched on October 9th, 2008 by CEO Hamad Ahmed and CIO Bill Kahn. Ahmed is also the director of IAK International, the parent company of Kentessa.com. IAK is a privately-held company that employs more than 250 employees. Ahmed was educated at the University of Texas, Austin, with a degree in Chemical Engineering. Kahn, originally from Houston, Texas, was educated at Cornell University with a degree in Economics. He is a former Priceline.com executive.

The corporate name Kentessa.com is a derivation of the Italian word 'count', meaning royalty or nobility. Kentessa.com is located at the [Dubai Airport Free Zone](#), Dubai, United Arab Emirates and can be reached toll free at 800 70170 in the U.A.E or internationally at +971-4-214-9845. The company's official website is <http://www.kentessa.com>.

Kentessa.com is managed by the [web design Dubai](#) based company Apache Enterprise Solutions. Apache Enterprise is a wholly-owned subsidiary of IAK International and can be reached by visiting <http://www.apacheenterprise.com>.

###

IAK International

Amy Parker
+971-4-214-9845

[E-mail Information](#)

Trackback URL: <http://prweb.com/pingpr.php>

/WmVOYS1Db3VwLVByb2YtQ291cC1QaWdnLUNvdXAfWmVybw==

Related Searches: [website development](#) [dubai airport](#) [google](#)

Recommend No users recommend



Send

Share

Print

More...

Business Video: [Mary Kay Make-up Moguls](#) ABC News

Business Video: [Inside the Google Experience](#) ABC News

Business Video: [Recession hits private pensions](#) BBC



In love with the Eiffel Tower

Group says they have relationships with objects, not people

[See today's talked about videos](#)

SERVED BY



Most Viewed - Business

[ING to sell off \\$10 billion in operations](#) AP

[Homegrown stimulus](#) The Yahoo! Newsroom

[ING to shed up to \\$10.6 billion of assets](#) Reuters

[ING bank says it will sell \\$10 bln of assets](#) AFP

[GM and Segway unveil new two-wheeled urban vehicle](#) AP

[All Most Viewed »](#)

Most Blogged - Business

[Manchester United Owner Scores £45m Loss](#) Sky News | Business | First For Breaking News - Thu Apr 9, 2:58 am EDT

[Blogs About This Story](#) (5)

[Back To School For Struggling Car Makers](#) Sky News | Business | First For Breaking News - Thu Apr 9, 12:59 am EDT

[Blogs About This Story](#) (4)

[Should Public Pension Plans Go Toxic?](#) BusinessWeek: Daily & Breaking News, Top Stories from BusinessWeek News - Wed Apr 8, 9:01 pm EDT

[Blogs About This Story](#) (3)

Elsewhere on the Web

[NPR: Former Journalist Heads Obama's Auto Task Force](#)

[FOXBusiness: Manchester United Owner Takes Loss As Debt Rises: Report](#)

Alerts

Get an alert when there are new stories about:

Daily Features

Photo Highlight

Updates

[Manage My Updates](#)

[My Connections](#) Everyone

Sign In

to see what your Connections are up to on Yahoo! News.
New User? [Sign Up](#)

Today



TomS left a comment: [Iowa, Vermont gay marriages spark debate in Calif.](#) (AP) 10 seconds ago



Larry P left a comment: [Iowa, Vermont gay marriages spark debate in Calif.](#) (AP) 11 seconds ago



Capt. - buzzed up: [Lance Armstrong accused of violating doping rules - Yahoo! News](#) 15 seconds ago



Russ buzzed up: [Iowa, Vermont gay marriages spark debate in Calif.](#) (AP) 16 seconds ago



Mareli left a comment: [Players fined over chicken "sex" video](#) (Reuters) 18 seconds ago

Education



Surprising Job Growth

These hot industries are thriving in this economy. Find out who is still hiring.



Be Your Own Boss

Stay flexible and independent. See the top 5 ways you can write your own paycheck.

Business Video



[Mary Kay Make-up Moguls](#) ABC News



[Inside the Google Experience](#) ABC News



[Recession hits private pensions](#) BBC



[Soft Drinks Spark Strict Tax Debate](#) ABC News

[More Business Video »](#)

Finance

[Get Quotes](#)

MARKET SUMMARY

Symbol	Last	Change	
Dow	7,837.11	+47.55	+0.61%
Nasdaq	1,590.66	0.00	0.00%
S&P 500	825.16	0.00	0.00%

[Photo Highlights](#)
Leonora Baird-Smith poses with an Aztec turquoise mosaic mask on display at the British Museum. AP Photo/Sang Tan

[All Comics »](#)

[More Photos and Slideshow »](#)

Opinions & Editorials: [Diverse views on news from the right, left, and center.](#)

[All Opinion »](#)



Symbol	Last	Change
10 Yr Bond(%)	2.8470%	0.0000

[Early reports: March sales fall, but less sharply](#)

[Oil above \\$51 on signs of higher US consumption](#)

[Germany launches Hypo Real Estate takeover bid](#)

[More from Yahoo! Finance »](#)

ADVERTISEMENT *Participation Required



UNIVERSITY OF
LIVERPOOL

100% online Master Programmes

