

169: eCommerce month on Bizcommunity.com

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 7 April 2016, from 9-10am, show host Warren Harding looks at e-commerce.



Bizcommunity is running a special section all through the month of April and Biz Takeouts will be highlighting and showcasing some of SA's biggest names and companies in the e-commerce space.



This week on the show, we host Wendy van Schalkwyk, CEO of MI-Ashanti International. She's is an entrepreneur, business consultant and international masters in business studies with Business School Netherlands. Her dissertation IMBA thesis topic looks at how to reduce the failure rate of start-up entrepreneurship in the 21st century. She is determined to find a way to solve this global phenomena given her passion for people and business.

We chat to Wendy to find out why e-commerce is a business imperative in today's market and how businesses can approach e-commerce. What are the current trends and solutions regarding e-commerce taking place today and we also look at advice for companies just starting out.

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

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- Internet radio/streaming audio: [2oceansVibe Radio](#)
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Comments or questions

- Email: biztakeouts@bizcommunity.com
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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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