



FOR IMMEDIATE RELEASE:

CompuLynx's New eCommerce Platform to Help Retailers Expand Markets Profitably

3rd March, 2020: Software Development Company CompuLynx, recently completed installation of its latest online shopping platform for its Nakuru based customer Gilanis Supermarket. This has been part of its business development plans to reach and woo more clients in the retail sector seeking to adopt online platforms.

CompuLynx's Ecommerce platform will see Gilanis extend their reach to all kinds of retail customers locally, nationally, and regionally. The new platform marks a shift in Gilanis operations by linking online purchases with in-store shopping, opening the company up to digital technology in a manner previously underutilized. This allows Gilanis to expand its range of offerings, giving it a competitive edge in the retail market

The Gilanis Online store is powered by CompuLynx and hosted on a cloud-based platform by Nexcess. It features a total of 11 easy to navigate categories ranging from grocery, home appliances, beverages, snacks, personal care and baby items, among others. The categories are flexible and can be increased to meet specific business needs. Its customers are free to make purchases whenever and wherever they want, through any channel be it digital, mobile or physical walk-in stores.

“The roll out of a dynamic, secure and scalable e-commerce solution for Gilanis Supermarket is a big step and a huge moment for us” says Sailesh Savani, the founder and CEO of CompuLynx Ltd. He further explains that, “Today, consumers are increasingly adopting the culture of ‘e-tailing’ – online shopping – thanks to an expanding middle class, high Internet penetration and widespread use of mobile money platforms. More than three quarter of CompuLynx retail clients across East Africa currently do not have an online shop and the other quarter struggle with different complex online systems,”

“Implementation of the web and mobile application was easy and seamless, even with many customization options to meet our specific business needs,” explained Faiz Gilani, Chief Executive of Gilanis Supermarket. “CompuLynx's team were able to securely manage the migration from our existing systems, including data transfer and user training. This meant our users were quickly able to master the functionality of the eCommerce platform,” he adds.

In a statement, the two companies said the online shopping portal provides a convenient service to Gilanis' consumers who are unable to come to the shopping centre.

“Shoppers only need to download the online application from Google play store or Apple app store on their mobile phones to enjoy the new shopping experience,” Mr. Gilani said.

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“Our customers can now shop in the comfort of their homes because we have developed a user-friendly application and an online site where our clients can easily navigate and buy items which are to be delivered to the customer right to their doorsteps, or any convenient delivery point of their choice,” added Mr Gilani.

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About CompuLynx

CompuLynx Limited (www.compulynx.com) (CLL) is a systems integrator company providing software and hardware solutions for retail ERP and point of sale as well as biometrics and digital identity solutions. The company has a 25 years' track record of providing innovative solutions to over 400+ organizations worldwide and have also successfully rolled out projects with COMPASS for prestigious projects for UN, Government etc. for identity-based payments (aid) disbursement and its' utilization in 37+ countries.

About Gilanis

Gilani's Supermarket Ltd is one the leading supermarkets in Kenya, and a market leader in Nakuru and the Rift Valley region: Known for its favourable prices, prompt delivery and extensive distribution channels all over the country.

Established in 1974, the supermarket has since grown to offer retail, wholesale and distribution services in its In-store and warehouse outlets. The supermarket also comprises a popular restaurant sector that is a subsidiary of three different eateries. The company is also engaged in the real estate market and its portfolio includes the Tower 1 building, Nakuru's tallest and most modern commercial building.

In 2019, Gilanis Supermarket became the first retail store in Nakuru County to launch an online application; easing shopping for its clients and enhancing the e-commerce sector in the county.