

4 October 2012: Stirling, Scotland.

Seller Dynamics opens the door to French marketplace Fnac

Seller Dynamics, the marketplace repricing and management service for retailers, is now offering ambitious online retailers the option to easily list on French marketplace FNAC.COM. In addition to the multiple marketplaces already supported Seller Dynamics now supports Fnac listing and management facilities for the popular French online outlet.

“We saw FNAC.COM as an exciting marketplace to support”, commented Alex Ogilvie, Managing Director of Objective Associates the provider of Seller Dynamics. “Growth in the French online retail sector has grown at a faster rate than that of the UK and we wanted to ensure that Seller Dynamic users could enjoy that opportunity. We saw that Amazon France was a well known and popular marketplace for many retailers but we wanted to offer more to our clients and Fnac fitted the bill perfectly.”

Research suggests that online retail in France has been growing at a rate exceeding that of the UK. The Compound Annual Growth Rate from 2007 to 2011 is estimated to have been 26% compared to 18% in the UK. With growth expected to continue the sectors value in France is expected to reach \$149 Billion by 2016, overtaking the UK by value along the way. The research is in part supported by the reported results for Fnac from their parent PPR, the results show that online sales accounted for 12.7% of Fnac’s 4 Billion Euro revenue in 2011, suggesting an approximate 20% online increase on the previous year.

“Electronics, books and media make up almost half of the online retail sector in France, because of their marketplace mix that puts Fnac centre stage for the ongoing online growth”, added Ogilvie. “The Fnac marketplace has been around since 2009 and is clearly growing in popularity so we are keen to see our clients join in that success.”

About Objective Associates Ltd

Objective Associates Limited are a leading software and web development agency based in Stirling, Scotland. The company offers Seller Dynamics on a commission based model together with a modest set up fee.

Formed in 2002 the company has significant expertise in the design and development of robust and scalable software systems utilising the Microsoft Platform and related technologies.

For more information:

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