

Marketing needs conducive environment to thrive —NIMN president

THE President of the National Institute of Marketing of Nigeria (NIMN), Mr Tony Agenmonnen has explained that the decision of the council to open a new corporate office for the institute in Government Reservation Area (GRA), Ikeja, was informed by the need to give marketing practice a new lease of life in the country.

Speaking at the commissioning of the new office, recently, Agenmonnen stated that for marketing practice to flourish in the country, it has become imperative for practitioners to ply their trades in conducive environments that would positively project their image.

Describing the new building as a 'collective effort of the council and the institute's members', the NIMN boss expressed the resolve of the council in ensuring that the practice is given the utmost recognition it deserves in the country.

"Though this building does not belong to us, but it is far better than where we are coming from. Before now, nobody would be proud of being a marketer in the country, seeing the deplorable state of our former office. Though this is still work in progress, but we believe this new place gives us a sense of pride as marketers," he added.

According to him, the institute is gradually overcoming its challenges, as evident in the return of some of its members that left

in the past, and the impressive attendance its activities has been able to attract in the past two years.

"We had double equity challenge, in the past, but we are happy things are gradually looking up. For instance, in the past two years, our members that have left are coming back. Even our activities, especially the last one in Abuja was able to attract the presidency and other important dignitaries in the country.

"While all these were positive for us, the fact that we had no befitting home (office) was a major challenge. We thought this is a

Wepay e-commerce platform debuts, offers uni

ELECTRONICS shopping in Nigeria received a boost recently in Nigeria as the nation's newest e-commerce platform, Wepay, made its debut into the online market, with a promise to offer great customer services to the nation's online shoppers on its platform.

Unveiling the platform in Lagos, the Managing Consultant, BODC Trading and Investment Company Limited, Alkin Kehinde, stated that the platform is poised to offer unmatched sales deals and amazing after-sales services to its customers so as to enhance their shopping experience.

"We pride ourselves as a platform that of-

convenient place. We then appealed to our members, and quite a number of them were generous," Agenmonnen stated.

According to him, the Council would soon create a Hall of Fame, to recognise those who contributed towards making the idea of the office a reality.

Congratulating the council on the new office, the Chief Executive Officer of S.O& U and chairman of the event, Mr Udemé Ufot, believes the location is key; since it would go a long way in boosting marketing practice in the country.

offers a wide range of products including the latest of the mobile devices available at cash or credit term payment option driven by a robust credit check technology.

"It is our focus on driving the best customer experience leveraging our strengths in the after sales and support in the industry. As a matter of fact, the purchase of a mobile device from our platform marks the beginning of a rewarding journey with us," he stated.

He assured customers of various extended warranties and after-care services that come with the WePay e-commerce platform to include repairs and maintenance of cus-