



DAVID JONES ONLINE STORE MISSES THE POINT – IT’S NOT CHEAPER!

Melbourne, November 4, 2010: The launch today of David Jones online store is missing the key ingredient for success – it’s not better value for the customer to shop online according to Melbourne online consumer electronics retailer Millennius.

Millennius CEO, Pierre Boutros, said while it was good to see traditional bricks and mortar businesses finally realising the future of retail is online, David Jones has missed the point.

“The only thing David Jones is providing through its online site is convenience, and they should be applauded for that from a customer service perspective.

“But online shoppers are actually looking for the best deal, regardless of what you are selling, so if the prices are identical to what you’d find in store, where’s the real benefit to customers?

“If you look at their technology products offering online the prices are identical to in store and not competitive with prices offered by other online retailers for the same products,” Mr Boutros said.

Mr Boutros, whose business sells android mobile phones, cameras, LCD TVs and other consumer electronics goods direct through his online store www.millennius.com.au said the increase in demand for the latest technology at the best price has driven the growth of his business.

“We determine where the market trends are and then source specific products at a great price and sell them direct to the public, passing on the savings that shop front retailers simply can’t match,” he said.

About Millennius

Millennius was founded in Melbourne, Australia, in 2006 to bring the best possible consumer technology products to Australian consumers at the lowest possible price. Millennius sources product directly from reputable overseas manufacturers and delivers them to customers through its online store, cutting out the need for expensive overheads, including retail mark up, incurred by traditional shop front retailers. In this way Millennius continues to bring the best value consumer electronics to market at the lowest possible prices. Find out more about Millennius at www.millennius.com.au