

AGRA web site exceeds all expectations

The AGRA web site has attained a remarkable high level of popularity in the short time since its launch on 26th April 2002. A total of 26,330 visitors were tracked until end of July 2002, with South African visitors accounting for 23% of the total and the remaining 77% from across the globe.

The web site has enabled individuals, businesses and suppliers to initiate contact with AGRA regarding potential business opportunities. An increasing amount of such inquiries are received on a daily basis via the web site. In the case of livestock, numerous inquiries have been received from Angola, South Africa and other countries regarding export, auctions and game transactions.

Individual Namibian stud breeders currently utilise the hosted pages option presented by the AGRA web site and interest has been expressed by various other breeders to employ this unique advertising facility.

The language preference for 75% of visitors from across the globe was English, whilst it was also the language of choice for 9% of South African visitors.

The livestock main page is the most visited page, followed by "Stock on the hour", stud services, meat prices, auction schedules, retail and the AGRA contact page.

Of the total visitors, 77% were new visitors, whilst 17% had visited the site between 2 and 5 times, 4% had visited 6 to 10 times and 3% had visited 11 to 25 times.

The information on AGRA's site is monitored and updated on a daily basis. The pending upgrading of the site will make it more user-friendly with the inclusion of a retail product catalogue on the retail pages of the site. The catalogue will provide visitors with information regarding product prices and availability.

Special attention will be paid to the continuous marketing of the web site. Such marketing will ensure optimal exposure of the co-operative and present unlimited opportunities to generate business.

If you have not visited AGRA's web site as yet, please do so at www.agra.com.na, we would be delighted to receive your comments.