

Bing Lee launches online store

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Bing Lee, an electrical and consumer electronics retailer has launched its online retail store



After retailing appliances in Australia for over 50 years, 2010 marks a huge change in how Bing Lee will be conducting business for the next half century. Bing Lee claims to carry over their reputation of "Everything's negotiable" onto the website yet there is no killer app that allows a user to negotiate a deal, rather the user is taken to a contact page where they can contact Bing Lee. Regardless of this, with Peter Krideras (ex Big Brown box) at the helm, Bing Lee should go from strength to strength.

Media release:

This week, Bing Lee launched their first ever online store. The same products you and your family use each and everyday can now be purchased from the convenience of your home computer screen.

We have been listening to our customers and together recognised the fact that we are both always hunting for the latest new technologies, products and ways to improve our lives. And yet we as Bing Lee had no way of providing that experience and help in the place that more and more Australians everyday are conducting their shopping – online.

And since Bing Lee has a reputation for being quick to adapt to all our customers feedback, we have now provided them with exactly what they are looking for – an online appliance store.

So all of the experiences you have shared shopping with us over the last 50 years, you can still continue to do via the Internet at www.binglee.com.au . Not only will you have the ability to purchase online and have the items promptly delivered to your door, but we have devoted time to be actively conversing with all Australians via Facebook and Twitter. We will be keeping you updated with what products you need to help your family via our Bing Lee blog. And we will be providing you with regular product reviews and demonstrations via our YouTube channel.

The best news of all is that our policy that “Everything’s Negotiable” even exists online. We want to continue to improve our online negotiations as this is something that we know you desire and will soon demand to be an online standard. And we want nothing more than to provide that service to you.

So come and join us in our move online. We will be there to guide you through every step of the way, and make sure you will enjoy every moment of it.

Source: Bing Lee