

# Simplifying international shipping

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*Ever surfed on the net and came across a remarkable retail deal – but available to US residents only? Or wanted to buy something online but decided against it after finding out that the shipping costs might be higher than the actual price of the product itself? US-based Bongo International addresses this issue with innovative mail and parcel forwarding services that can help international retailers optimise their online business, explains Mrs. Jennean Morrison, Marketing Manager of Bongo International.*

Mrs. Morrison is responsible for business to business marketing in the United States as well as for business to consumer marketing internationally at Bongo. "We partner with retailers so that they can expand internationally without heavy investment in establishing new operations." Mrs. Morrison joined Bongo International a year ago. "It is a very busy job. We've grown by up to twenty percent each month since I joined, so managing growth is a challenge." Bongo International has more than 400 retail partners across various verticals, from clothing to electronics through to automotive parts. The company is headquartered in Bridgeport, Connecticut.

But how does their service work, we ask of Mrs. Morrison. "We provide people with a unique address within our warehouse in the US. Overseas shoppers can have their purchases

shipped to that unique address. We then consolidate the purchases; in other words we package multiple items into one shipment. This obviously results in considerable savings in shipping costs. We can store purchases up to 45 days, and will consolidate and repackage them when the customer demands it. We also handle custom related issues, and offer added value customer services. We ship anywhere DHL goes."

Bongo has customers across the globe: from the United Kingdom, Germany, France, China, Japan, Australia and India, notably. "Our key differentiator is our technology, which we are constantly updating to make for a better shopping experience." Bongo International recently launched the Bongo Buddy. "It is often very hard for people who shop online to guess

what the shipping costs might be. Sometimes they aren't even able to find that out until after the purchase has been made. We have developed the Bongo Buddy, a Firefox browser add-on, to show people what the shipping costs are before they commit to the purchase."

According to Mrs. Morrison, Bongo International is currently the leading provider of international shopping cart solutions. "We raise the bar by offering discounted international shipping rates to consumers, unmatched customer service and state-of-the-art technology." ■



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