



## **GoodsMart Raises \$3.6M in Latest Round Led by Sawari Ventures**

**27 July, 2021**

**Cairo, Egypt,**

Based online household shopping service, GoodsMart, has raised an additional funding of \$3.6M, led by Sawari Ventures to accelerate market expansion.

The company launched in 2014 as a grocery shopping application with unattended delivery service. Unlike most online grocery startups across the region, GoodsMart's model is quite different, by enabling households to sign up and receive groceries on a regular basis, delivered in a pre-installed box at their doorstep. Clients put in their order before 9pm and they will find the orders in the pre-installed box when they wake up in the morning. They are also able to customize their delivery frequency and order their groceries from a wide range of suppliers.

The team has been vigorously working during the past two years to enhance their premium household shopping experience to make it smart and hassle-free for the whole family. Over 100 suppliers have been added, a marketplace section was launched, in addition to multiple additional features such as the option of recurring orders, and the ability to add multiple user accounts per household.

GoodsMart will be using the investment to further accelerate its expansion across the market and to expand its team. GoodsMart is now covering West Cairo and will be expanding in a couple of months to East Cairo having successfully closed various deals with different suppliers and real estate developers.

"We started in 2014 with a vision to re-invent grocery shopping. Our biggest success is the emotional bond we managed to create with our clients.; listening to them was and will always be the secret recipe." Amr Fawzi, the CEO and Founder of GoodsMart states.

"The demand for online grocery delivery has been exponentially increasing," said Hany El Sonbaty, Managing Partner at Sawari Ventures. "GoodsMart has managed to disrupt the market by providing a seamless innovative solution for consumers that will shape the future for this sector."

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**About GoodsMart:**

GoodsMart is the smartest and easiest online household shopping experience. GoodsMart wants its clients to let go of their daily errands, enjoy fresh products daily, and save money. Their mission is to free up their clients' time for themselves and for their loved ones through unattended delivery. They offer reliable daily delivery and ensure product safety through their innovative GoodsMart box.

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