

## Miglio introduces e-commerce

UK roll out with market leader E-NABLE

Crewkerne, 7 December 2009 - Miglio has today introduced e-commerce functionality into all of its consultant websites in a bid to gain an online advantage during this year's peak trading period.

The new functionality is the latest addition to the company's 'MyMiglio' portfolio of web-based services for Miglio consultants, launched earlier this year and consists of an online shopping cart that enables consumers to buy direct from consultants, price-band shopping, customer wish-lists and a reminder service.

Since MyMiglio's initial roll out, Miglio consultants have enjoyed a steady stream of new services and tools, provided by E-NABLE as part of its 'future proof' service model. E-NABLE views the latest e-commerce additions, too, as a natural progression rather than a whole new roll out. According to E-NABLE, MyMiglio has been very well received to date and has been particularly powerful in its search engine capability.

### About Miglio

Miglio was started in 1996 by Mike and Jenny Miller in South Africa to distribute jewellery and to offer an exciting opportunity for people of all ages, background and experience levels to do the same. Miglio has now become a household name throughout South Africa with over 6,000 independent consultants. In 2003 the Miglio concept was brought to the United Kingdom by Sue Dean and Tim Westinghouse. Since then it has grown rapidly - currently utilising more than 1,000 independent consultants

### About E-NABLE

Since 2002, E-NABLE's revolutionary platform has been providing Direct Selling Organisations with cutting edge online tools to increase productivity and growth whilst protecting legal compliance and brand integrity.

### More information

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