

## Black e-Commerce — Reaches Untapped Market

Detroit, MI — Among the many business-to-business (B2B) websites that target a broad-based audience, Black e-Commerce ([www.blackecommerce.com](http://www.blackecommerce.com)) recently emerged on the virtual scene to purposely connect consumers to black-owned businesses and create buying and selling power in an online environment—a feat that has alluded many African Americans—until now. According to an ING survey, African Americans only spend **five cents of each dollar** they have in disposable income with black-owned businesses. By offering a vast array of goods like electronics and services like webinars, Black e-Commerce aims to reinvest money back into black businesses and communities by providing a portal that crosses geographical divides.

Black e-Commerce is the brainchild of Deshawn Johnson, an entrepreneur and certified small business coach whose vision is for the Black e-Commerce website to operate as the catalyst to change the way African Americans use the Internet. “Just imagine an online virtual marketplace for Black America that will soon be compared to the likes of eBay, Amazon, and MySpace,” Johnson says.

With Black e-Commerce, Johnson says that entrepreneurs will have a direct line to the projected \$1.1 trillion that African-American consumers are expected to spend in 2012 according to the Selig Center for Economic Growth.

Black e-Commerce targets companies that are at least 51 percent black-owned. Therefore, consumers can be confident that dollars spent on Black e-Commerce will be recycled in black businesses and communities. Black e-Commerce is built on its motto, “Build, Empower, Connect.” Committed to uplifting the community, the company employs the following objectives: 1) Economic Empowerment, 2) Generational Wealth, 3) Cross the Digital Divide, 4) Entrepreneurship and 5) Community-Centered.

Specifically, visitors to the site are given options to receive free monthly newsletters, affordably advertise and promote their businesses, sell products and services, make online donations, and register on the business directory at no cost. In addition to the many small business resources already among the arsenal of goods, Johnson also offers coaching services to help the often overwhelmed business owner maximize their business potential.

With goals that extend beyond making a profit, Black e-Commerce also supports philanthropic initiatives including those of a charitable and educational nature that benefit the African-American population. Through the BeC Foundation, its primary focus is to provide a partnering vehicle to donate computers to the underserved and assist children in developing their computer skills through computer literacy classes. For additional information on the Black e-Commerce launch, contact Deshawn Johnson at [deshawn\\_johnson@blackecommerce.com](mailto:deshawn_johnson@blackecommerce.com) or visit [www.blackecommerce.com](http://www.blackecommerce.com).