

The new face of group buying

Written by

Wednesday, 09 February 2011 15:45



Black Biz Hookup

The Black Biz Hookup Launches to Promote Discounted Offerings & Services for Black Owned & Operated Businesses Across the U.S.

Ushering in the start of Black History month, Feb 1, the Black Biz Hookup went into business. The first group buying website whose merchant offerings of 'Daily Deals' are Black owned and operated businesses, the Black Biz Hookup uses the group buying model popularized by *Group on* and various other sites.

While the Black Biz Hookup focuses on Black owned and operated businesses, the goal of the website is not to alienate non-Black consumers. Rather, as stated by the company's founder, Brian Roberson "this website was created to give the same opportunities to Black owned and operated businesses that larger group buying sites have for mainstream companies.

The Black Biz Hookup's core customer is anyone who wants to support Black businesses while getting a great deal in their city. At the end of the day, this website will help strengthen the Black community and show the true value of the African American buying power, which is expected to top \$1.1 trillion by 2012."

Another goal of the Black Biz Hookup is to help struggling Black owned and operated businesses stay afloat in today's volatile, often unpredictable economy. Mr. Roberson states "we have seen too many small Black owned businesses close their doors over the past few years. Our aim is to promote the small business owner that provides excellent products and services and at the same time acting as a springboard for potential entrepreneurs that are on the fence about starting their own businesses giving them an instant audience and potential customer base".

Instead of using Call Centers to get a backlog, the company has used a grassroots approach to signing up merchants similar to what Plum District implemented working the "Soccer Mom" referral circuit.

The site can be found at www.blackbizhookup.com .