

One year to get it right, says Mxit boss



By Duncan McLeod: @mcleodd

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Stellenbosch-based social networking company Mxit has a one-year window of opportunity to improve and expand its products and services if it's going to fend off an onslaught of rival services like instant-messaging application WhatsApp, says its new CEO, Alan Knott-Craig.

"The main risk [for Mxit] is the Americans are coming," Knott-Craig says. "They are starting to develop [their applications] for feature phones. Our user group is getting better phones [and] for us the window of opportunity is this year."

Knott-Craig's company, World of Avatar, acquired Mxit from founder Herman Heunis and media group Naspers in 2011 for an undisclosed sum.

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