

## Billa verstärkt Online-Handel

In den nächsten drei Jahren sollen Online-Shop-Auslieferungen aus allen Bundeshauptstädten erfolgen, derzeit wird dieser nur von Wien aus serviciert



The screenshot shows the Billa Onlineshop interface. At the top, there's a navigation bar with links to billa.at, frischgeköchelt.at, billa4kids.at, billavorteilsreisen.at, Foto Shop, and billashop.at. Below this is a search bar and a login/register section. The main content area features a large banner with the text "Heute bestellt & morgen frisch geliefert" and a list of categories: Obst & Gemüse, Brot & Gebäck, Getränke, Kühlwaren, Tiefkühl, Nahrungsmittel, Süßes & Salziges, Pflege, Haushalt, and Haustier. A central form prompts the user to "Bitte wählen Sie Ihr Liefergebiet" (Please select your delivery area) with a dropdown menu showing "1010" and a list of postal codes. Below the form are buttons for "ohne PLZ weitershoppen" and "PLZ bestätigen". At the bottom, there are several promotional banners: "Wir liefern Vorteile von vorne bis hinten!" (We deliver advantages from front to back!), "Einhaltung der Kühlkette" (Compliance with the cold chain), "Geschulte Fahrer" (Trained drivers), "Volle Frische" (Full freshness), "Pünktliche Zustellung" (Punctual delivery), and "Wählen Sie aus über 5.000 Produkten" (Choose from over 5,000 products). The footer contains contact information, a FAQ/Info/AGB link, and a list of payment methods.

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