# Diva Group set for expansion at Silverstone Park with e-commerce growth plans



Diva Group, spearheaded by Diva Patang, a prominent businesswoman from Afghanistan, is poised for significant growth with plans to increase the footprint of its e-commerce enterprise at Silverstone Park. Currently operating from a 33,000 sq ft facility, the company is in the midst of relocating to a newly acquired 100,000 sq ft industrial space within the innovation and technology campus. This major expansion is anticipated to double the workforce to approximately 200 employees.

In line with the expansion, Diva Group has made substantial investments in artificial intelligence and automation technologies, exceeding £1 million specifically towards advanced automated systems. This proactive approach aims to meet the escalating consumer demand driven by the major brands the company sells online.

Reflecting on the evolution of online retail, Diva noted that before the COVID-19 pandemic, many significant brands were reluctant to embrace online business models. “Before Covid, online business was not as known to so many big brands,” she explained. “I remember trying to impress them and they weren’t that interested but now it is the other way around – they knock on our door to impress us to say ‘we’ve got the good brand, why don’t you bring it onto your shelves’.” This shift highlights the increased acceptance and potential of e-commerce among major retailers.

Diva further indicated plans for the transformation of the new premises, which will accommodate extensive warehousing to facilitate distribution. She expressed confidence in the business's capability to adapt to shifting consumer preferences, stating, “As technology has improved, we have the online tools now to see what consumers are searching for the most. This enables us to respond to these trends and fill those niches.”

The company is already leveraging artificial intelligence to enhance customer engagement, achieving a remarkable responsiveness rate of 99.9%. “I’ve been careful to ensure I personally understand the AI so it is used in the correct way for our customers,” Diva affirmed.

Looking ahead, Diva shared her vision for integrating more advanced automation into her operations, including the potential introduction of robotics in the future, which could further streamline the business as it grows. “Who knows, maybe in the next few years there will be little robots running around in our premises,” she speculated.

Diva indicated an ambitious goal for the company, envisioning that within the next three to five years, Diva Group could expand to be three or five times its current size. “I believe in the next three to five years we can be three or five times bigger than we are now – this is my challenge,” she asserted.

Residing at Silverstone Park, Diva expressed satisfaction with her business's location, noting the significant opportunities that come from being amidst other major companies and brands in the technology sector. She concluded proudly, “And of course it’s nice to now be the holder of the biggest property here.”

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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