

# Friendly Mega store opens in Boksburg North

## A huge shopping experience

BY ANELLE HAMILTON

**T**HE SECOND Megamarket store from the Friendly Group recently opened for business on the East Rand and if the response from customers is anything to go by, the store is in for a bumper year. It opened for business in October 2007 and exceeded all expectations in its



*The store with its beautiful Tuscan look attracts attention.*



**“** If the response from customers is anything to go by, the store is in for a bumper year. **”**

*The bakery department entices shoppers to buy with this lovely selection on display.*

first few months of operation. The Megamarket concept is to create destination shopping with bigger stores and larger ranges. The first Megamarket store opened in Witbank a year ago and the opening of four more is on the cards for 2008.

### The store

The store is 2 000m<sup>2</sup> with a trading area of 1 200m<sup>2</sup> and stands out because of its beautiful Tuscan design and water features at the entrance. "The first things my customers see when they enter are the pretty fountains. The fresh flower department at the entrance and beautiful pebble floors relaxes them, while the open-plan sleek design creates an ambience of being at a market," says owner Chris Xinisteris.

A wide range of departments is on offer- a delicatessen, bakery, butchery, HMR, groceries and wine form part of the store's mix. Wine tasting to promote the various wines is very popular, while the flower department offers a free service for making up hampers. The HMR department offers a service called Chefs in Motion, where customers who buy meat from the butchery can take it to the chef to cook while they wait.



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### Its customers

The store caters for a wide spectrum of customers. "Our shoppers are varied. Some of them are from the lower income groups, while we have a number of customers who are from the upper LSMs. We have a good mix of basket and trolley shoppers and offer something for everyone," says Xinisteris.

### Family affair

The Xinisteris family has their roots firmly in the food and retail sector. "My father arrived in South Africa in 1948 and our family has owned cafes, bakeries and we also own a meat manufacturing business," he says. The family often travels abroad to get new ideas for their stores.

### On promotion

Christmas is a very special occasion for the Xinisteris family and this is reflected in their store. "We tried to create a special vibe in the store by decorating it with fairy lights and Christmas trees, while offering customers a variety of high quality meat items such as

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### Alto Shaam Merchandisers

A range of merchandisers offer a complete variety of hot food customer choices with grab-and-go convenience. The glass shelves and the reflective glass side panels are designed to enhance the products on display and is certain to draw customer attention. The hot food display equipment is available in a wide selection of full-service cabinets, self-service displays, and merchandisers with both hot and cold food holding capability.



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gammons and stuffed turkeys. We want to offer our customers unique products with a home-feel. They can cook the meat themselves or ask our in-store chef to prepare it for them," says Xinisteris. A special Carols by Candlelight event was also a big success, where customers bought tickets for R5 to see the switching on of the lights of the big Christmas tree outside the store. They were also asked to donate an item to their favourite charity, which increased sales. "We want to build a special relationship with our shoppers and promote community involvement - our aim is to give something back to the community we are operating in, to thank them for their support," he adds.

## Opening and going forward

The store opened a few months ago with great fanfare. Singers, a live band and characters to entertain the kids formed part of the event. Every female shopper also received a rose from the flower department. The store faces tough competition, as there are five Superspars and one Pick n Pay Hypermarket operating in the area.

"We do not want to be just another supermarket, we want to become a landmark in the area," says Xinisteris.

*Right: The fruit and vegetable department creates the feeling of being in a market.*



*Left: Customers can bring their own containers to buy juice from the juice bar at competitive prices.*



*Above: The store offers wine tasting to its customers.*

*Left: The in-store chef cooks meat for customers while they shop.*



## FACT FILE:

### Friendly Megamarket Satellite, Boksburg North

<b>Launched:</b>	25 October 2007
<b>Store owner:</b>	Chris Xinisteris
<b>Store size:</b>	2 000m <sup>2</sup>
<b>Till points:</b>	9
<b>Trading hours:</b>	Mon-Sat: 07:00-20:00 Sun: 07:00-15:00



Above: Friendly Megamarket, Boksburg has a large pet care department, demarcated by clear signage.



Above & left: The store has an in-house butchery with skilled and informed staff to help customers.



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