Caledon Pick n Pay brings new business opportunities to Overberg

Pick n Pay’s newest store, located in the Victoria Mall, is visible from the N2 and draws customers into the picturesque town of Caledon.

By Tarren Bolton

Intensive planning went into the development of the Caledon store – with its dedicated Liquor store – so that Pick n Pay could offer a world-class retail experience to the community of Caledon.

Catering to the community

The store has approximately 121 members of staff – 41 permanent, 25 of whom are managers or supervisors – and the balance being made up of variable time employees. Jarett van Vuuren, General Manager of Western Cape Pick n Pay says, “We are pleased that the development of this store has opened up the opportunity for employment.” The majority of staff are locals and the store caters for the town of Caledon as well as surrounding towns and communities including Greyton, Genadendal, and Riviersonderend.

Store manager, Paul Hutton, and Annerie Visage, the assistant manager, say, “We’re proud that most of the employees are from the town, and that we’re providing employment opportunities for the people of Caledon.”

The latest in store design

Planning for the store included innovative design, careful store layout and category management – the result is an attractive store with all the latest fittings and fixtures. The needs of the consumer were identified, as well as opportunities of bringing offerings that didn’t exist in the market for the members of the Caledon community before the opening of the store. “The store provides a range of products that have been carefully selected,” says Jarret van Vuuren, “This ensures that an ideal combination of product, price and services is achieved to cater for the tastes and pockets of this unique community.”

The store offers a complete offering of all fresh foods including fresh produce, deli-prepared meals, a wide range of deli meats, baked goods and even sushi which has proved to be very popular, with sushi chefs preparing delectable sushi on the spot. The butchery offering is exquisite, with a range of gourmet meat cuts and pre-packed meats to cater for all customers.

Other services offered

The full range of Pick n Pay added-value-services are on offer. For their convenience, customers can pay all third party transactions. Customers are also encouraged to take full advantage of Pick n Pay’s smart shopper customer loyalty programme by swiping their cards at a kiosk to access double and triple point vouchers. Store management says, “It’s a great way to save money and to thank our customers for their loyalty. We’re pleased with the number of shoppers who have
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signed up for smart shopper in Caledon.” Customers can also purchase lottery tickets, pay for electricity and buy airtime.

**Star department**
The store trades well across all departments. Sushi is new to the town and is doing well. But the star performer is undoubtedly the butchery department which is exceeding all expectations both in terms of popularity and contribution to store turnover, and we attribute this to the excellent value and quality of the meat we sell.

**Staff training and management style**
All new employees went through Pick n Pay’s staff induction programme and graduated from the Fresh Foods Academy. Training took place over several weeks. Over and above this, the majority of new employees underwent job specific training at Pick n Pay's Helderberg store for on-the-job training a month before the store opened. This was followed by a motivational training session which engendered excitement about and commitment towards the store. The focus of all Pick n Pay training is that it is based on creating enthusiastic and knowledgeable staff for the benefit of our customers.

**Peak trading times and number of feet through the door**
Pick n Pay Caledon is trading well. We find the busiest times are over the weekends and between 4pm and 7pm on weekdays. Caledon has a population of 13 020 according to the 2011 census, but one also has to factor in the customers who come from the surrounding towns and farms.

**Managing shrinkage and wastage**
Shrinkage at Caledon is managed in the same way as all Pick n Pay stores. Managers walk the floor. Van Vuuren says, “We analyse our customers’ needs and purchasing patterns in order to control waste and to ensure that we have the right products on shelf at the right time. In order to satisfy our customers’ needs we have to carry an extensive range across fresh foods, groceries, and general merchandise. Control of wastage is an important part of modern retailing, and one that Pick n Pay is committed to.”

The deli section offers a delectable selection of cold meats, and sushi lovers are in for a treat – deliciously made fresh sushi is on offer every day of the week.

The deli offers a selection of over 100 cheeses.

Customers can look forward to the widest offering of the freshest fruit and vegetables daily.
At the heart of our business is the importance of being customer-focused and driven,” adds Van Vuuren. “By meeting and exceeding our customers’ expectations we make sure that they return to shop with us.”

As with all businesses, promotions are used to drive sales. Pick n Pay runs a number of national and regional promotions on a weekly and biweekly basis. These promotions cover an array of merchandise.

Store management believes that customer loyalty to Pick n Pay is derived from great products, good service, and treating the customer as sovereign. The launch of Pick n Pay’s smart shopper programme, which now has over six million members, is testimony to Pick n Pay’s commitment to its customers – who are rewarded every time they shop, and so doing, tangibly reduce their shopping bills.

One of Pick n Pay’s founding philosophies is that doing good is good business. It’s one of the pillars on which founder Raymond Ackerman built the company

Caledon Pick n Pay is also proud to be involved in local events such as the Caledon Flower Show. The store has helped Laerskool Overberg to raise funds, and plans to aid other schools in the area through fundraising. Being part of the community is part of the company’s ethos.

Caledon hopes to grow its business from strength to strength by ensuring that the store adds value which is relevant to its customers’ needs and expectations. Pick n Pay recently launched a partnership with Avios which allows customers to convert their smart shopper points to Avios; giving them access to BA flights, hotels, and car hire.