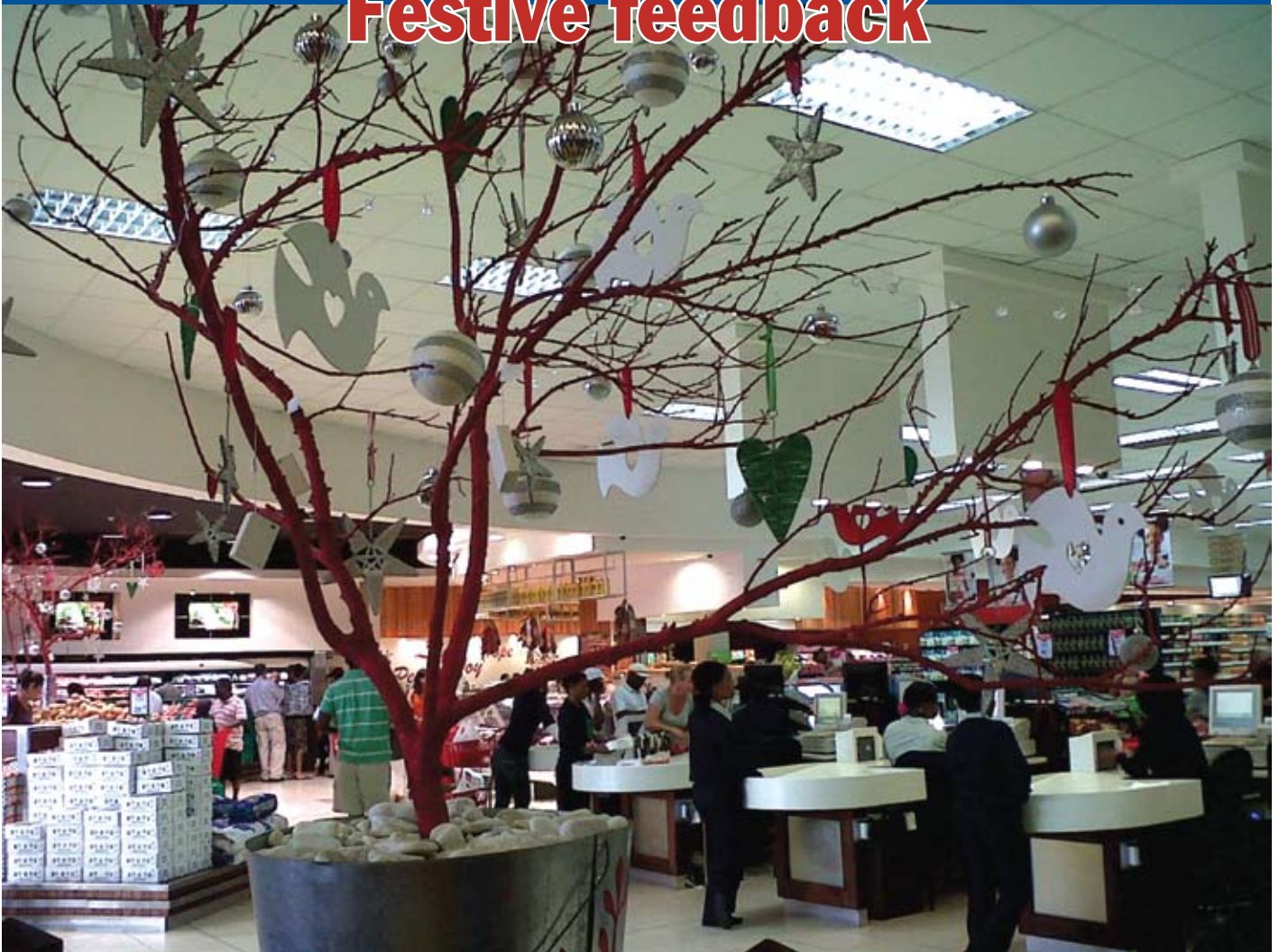


# Festive feedback



*Lifestyle SuperSpar in Ballito gave Christmas an African look by decorating painted branches – simple yet effective.*



The tinsel and trees have been packed away and turkeys have another year til they're plucked. Business is back to usual everywhere and retailers can now evaluate how they did in the 2010 festive season. The general consensus is that it was a good few weeks – with staff, customers and ultimately sales showing a festive glow. *Supermarket & Retailer* snapped some of the decorated stores and chatted to retailers to find out if it was a merry end of year.

BY LAURA DURHAM



**Trade over the festive season has been in line with expectations. Christmas décor, crackers, gift wrap and gadgets were popular choices at this time of the year.**

**In addition, beauty products traded well over the festive season. Products that offer our customers' convenience, like our ready-to-eat cooked gammon, sold well over Christmas. Traditional Christmas products also traded well, like Woolworths un-iced Round Christmas cake which once again proved to be a winner with customers. Woolworths cakes were highly rated by tasting panels and our Traditional Stollen in particular showed strong sales growth. Our Shortbread Round tins traditionally trade strongly over this period and this year was no exception."**

**– Woolworths Head Office**

*Pretty chocolate displays are tempting all year round, not least at Christmas time when they can be used as stocking fillers and gift ideas.*





**“It was a very good time, exceptional even and we noted 15% sales growth compared to the same period the previous year. Our low LSM customer base appreciated our many specials and we hired scholars as casual staff to cater for the increased feet in-store. We also had many stokvels do their bulk buys at the store (sometimes as many as 25 trolleys) so we certainly had a great festive season.”**

**– Jumbo Clark, store manager at Kokstad Spar**



*Dedicating an entire aisle to decorations is a great way to situate your store as a one-stop festive season store. Bold signs promoting the special section will also go a long way in attracting customers.*



*A fully stocked supply of stationery – wrapping paper, ribbon and cards – will make your store the perfect stop for customers, especially those who run out of paper on Christmas Eve!*



**“We had a late start, things only picked up on the 18th, but it was a good festive season. We ran lots of specials and the store was decorated tastefully – we didn’t want festive overkill – and the Christmas music added to the feel of the store.”**

**– Alex Panayi, store manager at Edenvale Fruit & Veg City Food Lover’s Market**



**“We had a record month and great festive season! Our service departments did particularly well and we had great prices in our butchery (lamb for only R54.99). The recent opening of our liquor store also boosted trade considerably.”**

**– Wessel Badenhorst, store manager at Stellenbosch Park Pick n Pay Family Store**

*Sometimes the way retailers decorate their store gives customers ideas on how to decorate their own homes. This tree decorated with gingerbread cookies, for example, is a clever and edible idea – and packaged cookies are conveniently placed around the tree.*



*Broadacres SuperSpar put on a wonderful display of decorations in the front of their store. Customers were able to wander through them as they entered the store, which was enough to tempt them to take something pretty and shiny home with them.*