



Revamp results in record profit

BY LAURA DURHAM

Before the revamp (left), customers were put off by the rundown and cluttered store. But since reopening in July (right), the bright and modern store has attracted back all its customers and more, achieving 100% increase in turnover.

A new outlook

A refurbishment is not just about making a building look more attractive. It's about improving the customers' shopping experience and process efficiency and this will hopefully result in better turnover. Boxer Superstores, Pinetown has done just that by introducing value added services – such as money transfers and a banking counter with a consultant – and a new look to change the store into an instant success.

Change for the better

Before the revamp, the Boxer store looked dilapidated, with poor lighting, cluttered space and garish decorations. "It just looked dark and dreary and was not an example of what Boxer Superstores is all about. The building was in serious need of a major facelift," says Andrew Mills, marketing director at Boxer Superstores. Post-revamp the store is bright and welcoming, with modern finishes and large signage throughout the store. The addition of glass walls also allows passers-by the opportunity of looking into the store and exposing what Boxer Superstores are all about.

Geared for commuters

The store is situated in the hub of Pinetown, which is serviced by a comprehensive network of taxis, a bus depot and a train station. The area is saturated with retailers and yet Boxer Superstores has seen a 100% increase in turnover since reopening. Hawkers on the

Since reopening in July, Boxer Superstores Pinetown has gone from being old and rundown to bright and buzzing and the doubling of sales turnover proves that their customers are back

street directly opposite the store sell fresh fruit and vegetables delivered straight from the market and national chain supermarkets trade less than 100 metres away.

But this has not deterred the store: "We see it as an opportunity for our customers to be able to directly compare our prices, range and offerings. Why must customers have to walk far when they can get the best deals possible all under one roof?" says Mills.

Parking space in the CBD is limited so the vast majority of customers are walking past the store on their way to and from work. They stop at the store for everyday essentials (bread and milk) as well as the evening's meal. Free trolley porter facilities are offered to customers who are making their way from the store to the various modes of transport.

In the beginning

The original Pinetown Boxer opened in the early 1990s but the location wasn't right for Boxer's store concept and was sold in

1995. The current store was opened on the corner of Moodie and Hill Streets in the CBD in 2003 and was only closed for a month for the major refurbishment.

Looking at layout

The wide aisles and bright colours make for a very enjoyable shopping experience and every department is colour coded – e.g. green for fresh produce, blue for dairy – and these colours correspond with the specials on the promotional leaflets, creating an easy association for customers. Gondola ends are used very effectively for large displays and cross-merchandising is utilised throughout the store.

There are also large posters of lifestyle pictures that are used as an aspirational tool for customers. "They are familiar yet aspirational and really promotes our store as a vehicle for getting to the lifestyle they desire," comments Mills. These 'hero' statements reinforce what the brand is all about.

Boxer Superstores has two different house brand ranges on offer to customers: Boxer Best uses quality as the cornerstone of the brand, while remaining price sensitive. Red Glove is the price-fighting brand, which offers customers a no-frills product at a discounted price.

Champion deli

Boxer has extended the boxing analogy to the in-store deli – Champ Deli, which offers generous portions of fresh and wholesome food. Customers have the option to take ▶

STOREWATCH: BOXER ►

away or to sit in the dining area, which also has a separate entrance that can be accessed from the street. The deli is particularly full at lunchtime when the surrounding CBD office staff come in to enjoy homemade-style foods, despite popular fast food franchises being situated just across the street.

Meaty pride

The Boxer butchery stocks excellent quality and offers a wide range of meats, including traditional stocks such as offal. Customers have the option of pre-packed products, individual bulk pack requests or customised meat cuts. Chicken is the number one selling item and an entire freezer is dedicated to the different sections.

The bread to beat

The famous 'Boxer Bread' is baked on-site daily, as well as a wide range of freshly baked cakes and confectionary. The bakery also offers customers the service of cakes to order for special occasions. They've recently introduced the 'lunch box', which is a juice and a filled roll for under R5 and these are proving very popular with school children and mothers. Another new addition that is proving to be a great success is the choc loaf. The 1kg mega loaf, which goes for R10, is also going down well.

Locally fresh

Fresh produce stocks are delivered daily and the store supports local farmers and



Boxer Superstores is situated in the hub of Pinetown, which is serviced by a comprehensive network of taxis, a bus depot and a train station. Free trolley porter facilities are offered to customers who are making their way from the store to the various modes of transport.

community projects by buying fresh produce from them in aid of supporting local development. It is interesting that the fresh produce department is so popular, considering the hawkers so close by, but this goes to prove that convenience and the promise of a one-stop shop wins every time.

Adding value

The store offers a variety of Value Added Services, such as an in-store ATM centre, which allows for customers to draw money in a safe and convenient environment (ABSA, Nedbank, Standard Bank, FNB).

Airtime, Eskom pre-paid electricity, and quick pick lotto are also available at all till points. The store also provides the facilities to pay for TV licences, as well as for elderly social grant recipients to receive their payouts in a safe environment. There is also a Nedbank counter within the store, which provides customers with the opportunity to speak to a consultant. Customers are able to open accounts, funeral plans, investment accounts and personal loans. Customers are able to RICA their cell phones within the store. Boxer Superstores has also launched a money transfer system, which allows customers to send money from one ►

- Egg Packaging • Dairy Packaging
- Distribution Packaging • Protective Packaging
- Cushion Packaging

PACKAGE YOUR SUCCESS

DFM

DYNAMIC FIBRE MOULDING

Tel: 032-456 2387 | Fax: 032-456 2395 | email: info@dfmsa.co.za | website: www.dfmsa.co.za

new

Johnson's®

feel good feel fresh Deodorants

For naturally beautiful underarm skin,
and lasting freshness!

JOHNSON'S® Feel Good Feel Fresh deodorants offer consumers the same level of caring protection as the rest of the JOHNSON'S® face and body ranges that they trust.

- Offers **24hour** protection
- Alcohol-, colourant- and preservative-free and suitable for sensitive skin
- Suitable for use after shaving – a key consumer need
- Available in aerosol and roll-on.

suitable for
use after 
shaving



Available in 4 variants:

alive

refreshes the skin with the energising scent of star-fruit

active

with a refreshing, revitalising sea scent

silk touch

pampers the skin with the delightfully feminine scent of wild rose

sensitive

with a subtle scent and added allantoin for extra mildness

TALK TO US  **0860 410032** SA ONLY
email: jnza@its.jnj.com
SMS jnj and your comment to +27 83 293 3273

Johnson's®

Makes Skin Happy



World Class Food Packaging

Can you afford to compromise on food safety?

Consumers have a right to expect safe, high quality food. At Cibapac, we understand that food safety is a non-negotiable for our customers and that's why we have gone the extra mile to secure BRC certification – because food safety assurance is about sense, not cents.



BRC-certified
Because we care about food safety.

Contact your nearest distributor or Cibapac for details and orders.
Head Office: +27 (0)21 529 3800
Fax: 0860 109 525
Email: sales@cibapac.com

Call Centre: 0860 109 526/7/8 0860 109 992

www.cibapac.com

STOREWATCH: BOXER ▶

Volume comparison pre-revamp and post-revamp

		May 2010	August 2010
Deli – Champ Deli	Assorted pies	159	4109
Crumbed chicken	Pieces	249	493
Bakery	White bread (600g)	1 288	12 968
	Brown bread (600g)	1 688	6 077
Butchery	Stewing beef	1 140	3 511
Fruit & Veg	Cabbages (each)	459	2 547

Boxer store to be collected by another person at any Boxer or Pick n Pay in the country.



The fresh produce department does very well, despite hawkers across the road that sell fresh fruit and vegetables straight from the market. Every department is colour coded – e.g. green for fresh produce, blue for dairy – and these colours correspond with the specials on the promotional leaflets.

Smiling staff

The store has approximately 100 staff members, who are largely based in the surrounding area, with the majority being permanent and some part-timers to assist during busy times. Each staff member is trained specifically in their designated position prior to a store opening – this is in both skills specific to their position but also on customer service in general.

The service department staff receive in-depth training specific to their function within the store. "The buck stops with the customer service that is offered by our staff on the shop floor and how much our shoppers feel at home within this store.

And great customer service is a non-negotiable variable!" says Mills.

Caring for the community

The store supports many organisations in Pinetown and surrounding areas. One of these projects is supporting a school for the mentally handicapped called Sonke Care School, which is based in KwaNdengezi. Boxer has been assisting the school for nearly five years and also provided the school with some gardening tools for their food garden.

Store: **Boxer Superstores**

Location: **Pinetown**

Trading area: **1 106m²**

Tills: **12**

Staff complement: **100**

Monthly sales:

100% up on previous turnover

Standing out from the crowd

"Word of mouth is the most powerful form of advertising out there and the news spread like wildfire that a new Boxer store is now open and trading in Pinetown," says Mills. The Pinetown store is one of the stores included in the KwaZulu-Natal promotions for Boxer Superstores, meaning that specials are communicated to its customer base through television, regional and community radio, regional and community newspapers, as well as knock and drop leaflets in the surrounding suburbs and townships. But the store is not limited to these specials and has the opportunity to run stand-alone store promotions if the need arises. "This type of flexibility is another 'trump card' for Boxer Pinetown whereby promotional strategies can be modified in order to cater for changing trends, reacting to external



32

SUPERMARKET & RETAILER, SEPTEMBER 2010



Champ Deli offers generous portions of fresh and wholesome food and customers have the option to take away or to sit in the dining area, which also has a separate entrance that can be accessed from the street.



Boxer Superstores has two house brand ranges on offer to customers: Boxer Best uses quality as the cornerstone of the brand, while remaining price sensitive. Red Glove is the price-fighting brand, which offers customers a no-frills product at a discounted price.



The store has added to its customer appeal by introducing value added services – such as money transfers and a banking counter with a consultant.

competitor behaviour and to also drive extra feet into the store,” says Mills. Sms promotions and competitions are also doing very well.

Securing the store

New measures have been implemented in the refurbished store to control shrinkage and wastage. These include a new CCTV system; a till overlay system to monitor goods that are being scanned at the front end; and a red and green till scanning light to ensure that products are being scanned by cashiers. The tellers are also no longer using handheld scanners and this has caused a 40% improvement on efficiency. Every purchase is also recorded at the exit by security guards in order to ensure that customers have got everything they paid for.

Recession lesson

December 2009 and January 2010 were stressful months for many retailers and Boxer Superstores has noticed a change in their customers’ buying patterns. There has been a noticeable shift by customers to do their bulk monthly shop over month ends and during the first week of the new month, despite most civil servants being paid in the middle of the month. They are aware that more products go on promotion at month end and the promotional broadsheets are essential – allowing customers to compare prices against the opposition’s offerings.

“Our customers at Boxer Superstores, Pinetown, as they are around the country, are exceptionally price-conscious and shop where they know that they will be paying less for their trolley of goods, be given good quality products, be treated with respect by staff and feel that the vibe that is experienced in-store is second to none, and truly distinct,” comments Mills.

Looking forward

“Our focus is to firmly hold onto the customer base that is streaming into our store on a daily, bi-monthly and monthly basis,” says Mills. There is also a strong drive to attract back those customers who had chosen not to shop at the Pinetown store because of the poor building conditions before the refurbishment took place.

Boxer Superstores, Pinetown has gone from a shabby store to a successful one since its revamp and the new look, reasonable pricing and value-added services keeps to their customer promise of being the ‘Low Priced Community Champion’.



Does your charcoal supplier ...

- ◆ supply your demand?
- ◆ offer a full range of innovative braai products?
- ◆ increase your charcoal sales?
- ◆ provide clean, presentable and quality products?

If your answer is NO to any of these questions

Try us!

Ignite Products has been exporting to Europe for 20 years and can guarantee a reliable supply all year round. We offer a full range of innovative, clean, premium quality products and, together with our excellent service, will increase your charcoal sales.



Ignite your sales!

Tel / Fax: (034) 995-9905

Direct Fax: (086) 6176025

E-mail: info@igniteproducts.co.za

Web: www.igniteproducts.co.za