

President Hyper goes big

OK Franchise buying member opens massive food hyper in Krugersdorp



President Hyper, which is situated in President Square Shopping Centre in Krugersdorp, is one of the largest food grocers in the Southern hemisphere, with a total area of 15 300m².

BY ANELLE HAMILTON

After operating in Fochville for 45 years, President Hyper opened its second store on the 25th of November 2008 in Krugersdorp. The store totals over 15 300m² (about the size of three rugby fields) and has exceeded its targets every month since opening its doors. *Supermarket & Retailer* visited the store to find out more.

Big box versus convenience

While other retailers such as Fruit & Veg City, which recently partnered with Caltex, are looking at opening smaller convenience stores, the owners of President Hyper decided to invest in the opening of a massive store. "After carefully looking at our existing operation in Fochville, we identified its strengths and decided that we could

expand on our store format. In addition, a vacant space in the President Square Shopping Centre that previously housed an OK Bazaar offered us the perfect location, so we married the two ideas and started planning our new store," says owner Basil Synodinos.

The owners have spared no expense and the store has a very elegant look and feel with interesting lighting, unique refrigeration and creative décor.

"We like to think it is the best looking store in the country. The team from Freislich Design Consultants has done a superb job. Special effects such as the mirror mosaic, beautiful lifestyle pictures and the lowering of the bulkheads in, for example, the butchery department, help to create a cosy, warm atmosphere," explains Synodinos, adding that they compartmentalised the store so that when the customer walks in they get pulled in by the other departments. "Before they realise it, they

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have explored the whole store," he says.

To make the store more convenient for time-constrained customers, the parking area was lifted to the same level as the entrance of the store, which makes accessibility very easy.

Interestingly, the store does not offer clothing, appliances or furniture. "We decided to stick to what we know- and that is great food at great prices," says Synodinos.

Why Krugersdorp?

The owners employed a market research company before deciding on a location for the store. They identified a gap in the market after investigating the size and spending power of the people in Krugersdorp. "The size of this gap corresponds to the size of the store," says Synodinos.

"We looked at the tenant mix in the President Square Shopping Centre before



An artist's impression of the bus shelters advertising the store. These can be seen en route from Roodepoort to Krugersdorp.

we opened and came to the conclusion that it has a perfect combination. "Stores such as House & Home, Jack's Paint and Meltz

complement the store's offering, rather than compete with it," he says, adding that he also does not believe that President

President Hyper chooses Insulated Structures for major contract

"When we started talking to the owner, Basil Synodis, a year ago, he told us about the special refrigerated cabinets he wanted. At that stage, there was nothing in the range that suited his vision exactly for certain applications, so we designed and built exactly what he wanted," says Mike Constable of Insulated Structures.

He goes on to say that they gave the client a few proposals, and then actually built mock ups, to get the heights, shapes and practicalities spot on! The end result is some of the sexiest TYLER cabinets in the country, which really work for the client.

The curved glass bulk bakery cabinet is an example of excellence in design.

"We are very proud to have been entrusted with this prestigious order, being amongst the biggest in South African history, at well over 110 cabinets, as well as 14 cold rooms and freezers, some of which are massive!

Special features of the IS COLDROOMS include freezers with underfloor heating, goal post protection for the doors, meatrail systems, aged meat display chillers as well as nearly 40 ANTHONY glass doors, specially imported from Los Angeles."



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"We are very proud to have a site of reference of such a high standard and status"



The store has invested heavily in the design of the salad bar. The mirror mosaic gives it an elegant feel.



The confectionary cabinet was specifically designed for the store and built on site.



The grilled chicken counter is very popular and after only three months of operation, management is looking at enlarging it to a full 12-foot cabinet.

Square operates in competition to the Key West Shopping Centre that is situated down the road, but rather complements their offer.

Departments in action

President Hyper's focus is on two levels - traditional groceries and the fresh side of the business, which comprises fresh produce, the butchery, bakery, deli and an HMR section. The owners also decided to create a sensory theatre in food retailing and in line with this approach, the 950m² butchery was specially designed for in-store cooking. Meanwhile, the deli features a large sampling area where prego grills are prepared in full view of the customers, while pancakes are prepared to order at a pancake station in the middle of the floor, which has been a huge hit with shoppers.

"On Saturdays we create a cake decorating station in the bakery, where our

shoppers can appreciate an artisan at work," says Nick Karayiannides, executive: food services and marketing at President Hyper.

The customer base

"We have a very mixed customer base and cater for LSM one through 10. "Our discount pricing and large variety draws shoppers in. Our product ranges cater for all income groups, whether they are on a budget or want to spend a little extra on luxuries," says Karayiannides.

Low prices

"We are buying members of the OK Franchise Division and our warehouse of 5 000m² enables us to buy truckloads of items at a time at discounted prices," says Jorge de Sousa, executive: buying, President Hyper.

The business also has special deals with

farmers and other independents that deliver directly to the store.

The checkouts

The store's tills are wider than usual to accommodate big shopping with ease. The tills also offer two screens - one for the cashier and one for the customer. The price of every item is clearly visible on the screen as it is scanned, which leaves no room for discrepancies. The store also employs a very high number of cashiers to ensure that the customer does not have to queue for long. On weekends, four express tills speed up payments even more.

A chiller filled with cold beverages at the entrance of the store ensures that a thirsty shopper can pop in and out in a matter of minutes.

Chill factor

Such a huge store called for the largest

design

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deli supermarket wholesale forecourt



The store carries own label products across various categories.



A pancake stand in the middle of the floor attracts attention and boosts sales.



Mike Beachan, master butcher, President Hyper.

commercial refrigeration installation in South Africa. "To give readers an idea of the size of the contract, it is interesting to look at these figures. An average hyper needs 32 refrigeration cabinets, while President Hyper needed a massive 112 cabinets," says Mike Constable, sales director at Insulated Structures.

"The client had quite a few special requests and some of the units had to be custom designed and purpose built on site. For example, the confectionary cabinet is unique and was specially designed for the store. The wedge shaped butchery with its combination case for in-store

demonstrations and sales is also unique," explains Constable.

"We requested island fridges instead of upright fridges, as we believe the glass doors create a barrier between the shopper and the products on offer," says Synodinos.

The plant room features a multiplex installation, a tried and tested system that suits this enormous store.

Exceeding targets

The store has managed to exceed targets every month since its opening in November. Promotional participation is very high

and knock and drop leaflets have also proved to be very successful. The owners believe in constant promotional activities to keep customers excited and interested. Synodinos says all the departments are doing well, but they underestimated the popularity of their rotisserie chicken. "Our grilled chicken counter is too small and we are in the process of upgrading it to a 12-foot counter as soon as possible," he says. The fresh produce department has also exceeded expectations as a result of good pricing, quality and an extensive range that includes imported lines from

Integrated Retail Management Solution

The image displays the Arch Retail Systems software interface. It features a central login screen with the Arch Retail Systems logo, a numeric keypad, and fields for 'User Login' and 'Password'. To the left, there is a POS terminal with a touchscreen and a receipt printer. In the background, various software windows are visible, including a line graph showing sales trends, a list of products, and a window for managing 'Item All Discount'. The background also contains faint text like 'You Week On', 'Contact', 'Title', 'Address', 'City', 'MP', 'Fax', and 'Email'.

CONGRATULATIONS to Basil and his Team, we are proud to be associated with President Hyper!

Contact: Wynand Small 084 259 4436 (National Sales and Marketing Manager)

wynand.small@archsoftware.co.za

www.archsoftware.co.za



various countries.

Future plans

It seems that this independent retailer has discovered the secret to success. We asked Synodinos about their plans for the future and if a new store was on the cards. He says it is a very big possibility. Watch this space....

Fact file: President Hyper, Krugersdorp

Location: President Square Shopping Centre, c/r Market St & Pretoria Rd, Krugersdorp
Opened for trading: 25 November 2008
Staff members: 400
Till points: 32 + 4 tills at the kiosk
Size: 15 300m² total area, 8 400m² trading area
Trading hours: Monday-Friday: 08h00 to 19h00; Saturday: 08h00 to 18h00;
Sunday: 08h00 to 17h00.



President Hyper has 32 till points to ensure that customers do not have to queue for long. These are the widest till points in South Africa.



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Nigel Leighton

Gauteng, Mpumalanga and Free State
 Office: 012 662 3064
 Cell: 076 381 1130
nigelbis@telkomsa.net

Weyne Mudde

Western and Eastern Cape
 Cell: 079 469 4179
weyne.mudde@telkomsa.net

Trevor Jooste

KwaZulu Natal and Eastern Cape
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