

Small is the new big at Pick n Pay Daily

BY ANELLE HAMILTON

PICK N Pay shrank the size of its supermarkets when it launched its new format store in the form of Pick n Pay Daily in Beyers Naude Drive in Johannesburg. The 1 200m² store, positioned as Pick n Pay's convenience offer, carries around 6 500 product lines that offer shoppers a more focused product range. *Supermarket & Retailer* visited the store in its third week of trading and was impressed by its large offering and elegant look and feel.



Pick n Pay Daily is part of the group's multi-format strategy and carries around 6 500 product lines.

Opening day

The pilot store opened its doors on the 23rd of September in the WorldWear Centre in Beyers Naude Drive in Johannesburg, as part of Pick n Pay's multi-format strategy. "After researching available sites, this one seemed to be ideally located for what we needed," says Pick n Pay GM for convenience strategy, Cobus Barnard.

The store offers shoppers a more focused product range, as well as convenient access and easy parking. Barnard says that the group has done extensive research into the kind of lines that convenience shoppers desire and based on this, carefully picked an optimal range for the store format. Generally, this comprises the most popular products within each category. "This is the kind of store where people can get what they need, quickly and easily," says Barnard.

This humorous sign points customers to the new store in the WorldWear Centre in Beyers Naude Drive in Johannesburg.

The offer is the same as Pick n Pay regular supermarkets, but on a more limited scale and with a smaller bakery and deli. The store trades from 8am to 8pm every day and is geared toward the regular shopper. It is very busy in the early evenings as people pop in for groceries on their way home after work.

On the menu

The store offers a large range of convenience meals for the shopper that does not have time to cook and Pick n Pay is constantly introducing new convenience lines as part of the large-scale makeover that the group underwent last year. They believe that Pick n Pay Daily, as its new convenience format, is the ideal place to make these meals available. New meals are added all the time to offer variety.

While there is no in-house butchery, the store offers rotisserie chicken in terms of hot food.



The till area is spacious and has beautiful signage.

Pricing

"We took a conscious decision to keep the Pick n Pay Daily store's prices in line with those of the rest of the group as far as possible, although in some cases, the prices may be slightly higher than in our corporate supermarkets, for obvious reasons," says Barnard.

Store design

The store has very attractive signage and lifestyle pictures in all its departments, while the spacious till area offers communal queuing. A kiosk with two till points at the entrance of the store sells items like airtime and cigarettes for customers who only want to pop in for one or two items. "We have gone out of our way to make this pilot store as attractive as possible to our customers," says Barnard. He adds that although the store has only been trading for a few weeks, customers have so far reacted very positively to the new format. "We remain confident that Pick n Pay Daily will prove to be a big hit with our customers," concludes Barnard.



Pick n Pay Daily has the same kind of offering that Pick n Pay supermarkets have, but on a smaller scale.



The store offers a large range of convenience meals to its customers.



In a hurry? Customers who want to purchase items such as airtime and cigarettes can pay for them at the kiosk.



The store might be smaller, but the aisles are still spacious.

