

Flagship store shows big is beautiful

Midrand Estates Superspar caters for the local community

BY ANELLE HAMILTON

MIDRAND ESTATES Superspar, which opened its doors to residents on 9 May this year, is part of Spar's 'new generation store' concept with a major emphasis on store image and standards. This 2 300m² flagship supermarket is situated in the upmarket and gated community of Midrand Estates that consists of more than 1 800 houses, a crèche, a primary and high school.

At the helm of Midrand Estates Superspar is Gerhard Coetzer and his partner Riaan Piek, who are both experienced store owners within the Spar group, successfully managing three other Superspar stores in Centurion, namely Valhalla, Celtis Ridge and Lyttleton.

Destination store

"When we first met the developers of the Square@ Midstream shopping centre they suggested that we build a smaller store. However, we insisted that we wanted more space, as we wanted to open a large store that would satisfy all the needs of our customers. We wanted to offer them a total shopping experience in one supermarket," says Riaan Piek.

A Pick n Pay Hypermarket in Midrand is the store's closest competitor but is quite far from the estate. "With the rise in inflation and soaring petrol price, we want to discourage the residents from visiting a variety of stores. For this reason, the shop has a wide range of local and imported grocery items in the aisles," says Piek.



Midrand Estates Superspar opened on the 9th of May and the Tops store opened a few weeks later. The stores are run together and complement each other.

The store is very involved in the local community as it has such a captive market and sponsors several events at the Estate's schools.

Three weeks after the opening of the store, their Tops liquor store opened next door. Although the store also has a large liquor department, the Tops store introduces customers to fine estate wines in a boutique-style atmosphere. "They complement each other and we are happy with the sales in both. The shops are run

together, which has its advantages and disadvantages," says Piek.

The departments

Speciality breads, a continental deli where cold meats are cut according to shoppers' specifications, a full range of home meal replacement dishes, the Fresh Line range of fruit and vegetables and a butchery are a few of the 'value add' services available at the store.

The store's bakery is its star department



The bakery is the store's star department and bakes a variety of speciality breads every day. Esther Khaba is the friendly face behind the counter.



The dairy department is big and the signage is very attractive.

and Piek attributes this to the large range they sell.

"Our platters and variety of fresh baked breads are very popular," he says.

A gift and flower display at the entrance of the store is very attractive and caters for important days such as Mother's Day and Valentine's Day.

The local high school, Midstream College, is situated opposite the store. "We open at 7:30am every morning to accommodate shoppers who visit us after they drop their children off at school," says Piek.

The store is busy throughout the day and weekends are not particularly busier than during the week.

Management has invested in a generator as the area is often affected by power outages.

Atmosphere

Much detail went into the planning of the store design, layout, fittings, signage and

finishes. "The interior of the shop is the first of its kind for the Spar group and we invested in beautiful signage, attractive flooring and shop fittings. Most of the shelves also have vertical blocking of category segments that ensure a better shopping experience. Our aim was to create a store with an elegant feel, but also with a warm and inviting atmosphere," says Piek.

Promotions and advertising

Promotional activities are advertised in leaflets that are dropped at the gates of the Estate. "Even though we cater for an upper LSM market, promotional participation is high. Our customers still want value for their money."

The Estate also has its own newsletter that the store supports with advertising.

Another feature in the store is the visitor's book that invites customers' comments and requests to ensure a positive shopping experience.

The future

Although it is a brand new store, the owners have identified a need for 'green' and healthy products. "A focus group study showed us that there is a big demand for organic products. Our customers also indicated they wanted healthy products in all categories. We will definitely add to our ranges in the near future," concludes Piek. ■

FACT BOX: MIDRAND ESTATES SUPERSPAR

Total size: 2 300m²
Trading area: 1 600m²
Till points: 9
Staff: 52
Opening hours: 07:30 until 20:00



The store has an elegant feel and warm atmosphere.



Nine till points ensure that shoppers don't have to queue for long.