

Extreme makeover for Cape Town store

Fruit & Veg City Roeland Street, Cape Town undergoes massive refurbishment

BY ANELLE HAMILTON

AFTER WEEKS of hard work, all the cracks have been filled and more than a splash of colour has been added to breathe new life into the improved Roeland Street Fresher Food Store. The long anticipated refurbishment of one of Fruit & Veg City's oldest stores kicked off in June this year and after only three weeks the store re-opened for business on the 3rd of July.

"The idea to revamp the store has been on the table for a while, but a book review at our annual conference made us think twice about what our store needs to improve sales. *Broken Windows, Broken Business: How the Smallest Remedies Reap the Biggest Reward* (by Michael Levine) highlighted our need for change. The largest problem was the old concrete flooring that was hard to keep clean. We wanted to start selling fresh foods in the store but the floor would not be hygienic enough, so we decided to close the shop and put in a new floor," says manager Brian Robberts.

New departments

This was just one of many changes made at the store, which first opened its doors to



BEFORE

AFTER

The indoor space was also reworked to feature several new departments.

the public in 1996 with a modest selection of fresh produce. Over the years it has grown to accommodate the needs of its loyal customers. Apart from the cosmetic changes on the outside, the indoor space was also reworked to feature several new departments. These include hot foods, a Pizza and Panini bar, a Freshstop (where breakfast, fruit kebabs, smoothies, sandwiches, soups, salads, muffins and croissants are sold), an impressive cheese counter and a deli and salad bar. In

addition, the dried fruit and nut section and the bakery have been spruced up to offer customers an even bigger range of foods. The store is also Halaal certified. "We have a large Muslim clientele, many of whom have been shopping with us for more than ten years, so it was important to keep all our customers happy. We have therefore developed a range that is Halaal, certified by the Muslim Judicial Council," says Robberts.

The new additions to the store are also aimed at attracting some of the lapsed shoppers in the city bowl area and bringing in a new customer base that is looking for convenience and good prices.

Robberts adds that trading during lunch times and weekday evenings is stronger than on weekends.

New departments exceed expectations

"Fruit and vegetables are still our biggest business, but we have been pleasantly surprised by the response from shoppers after they visited our new departments. The Pizza and Panni bar has proven to be a hit with customers and our specialist bakery, which offers a great range of confectionary and breads, is also doing well. The salad bar and Freshstop, which always do particularly well in



The store has a beautiful view of Table Mountain.



After three weeks, the store unveiled its new look with attractive signage.

MASTER JACK – PALLET MOVING EQUIPMENT

PALLET JACK 2500 TO 3000 KG. DOUBLE ROLLER POLY OR NYLON

HIGHLIFT 1000 KG

SCALE PALLET JACK

MANUAL STACKER

ZERO LIFTING TABLE

MINI SHOPPER TROLLEY

FOLDING NOSE TROLLEY

MINERAL CASE TROLLEY

MOBILE STAIRS

ALL OUR INDUSTRIAL TROLLEYS ARE BEE, MANUFACTURED IN SOUTH AFRICA

CONTACT: JACKY

TEL: 011- 827-0610

CELL: 082-374-6903

E-MAIL: mjack@global.co.za

WWW.MASTERJACK.CO.ZA

PALLET TRUCKS – STACKERS – TROLLEYS – CASTORS

summer, have exceeded our expectations this winter as our sales went through the roof," enthuses Robberts.

In addition, the hot food section is performing very well, with the 'fresher fried chicken' being the biggest seller. The nut bar is also doing better than expected. "When we planned the revamp, we did not think that a butchery would be necessary. The department was not very popular in the old store so we thought we could go without it. However, our customers wanted it back so the store had to make a plan." Robberts adds that sales have been very impressive since the reintroduction of the butchery and this is a result of the superb quality of the meat that is on offer.

Location

The store is situated on the upper end of Roeland Street in Cape Town, close to the Parliament buildings and has a beautiful view of Table Mountain. The prime location and the ample (free) parking spaces right in front of the store is something of a rarity for inner city shoppers.

Clientele

"We have a great diversity in our clientele, while our busy lunch time trade is made up of office workers in the area who pop in for our freshly prepared foods. We are also popular among the residential



Manager Brian Robberts and merchandiser Wilton Magoxo ensure that all the shelves are fully stocked.

The store is situated on the upper end of Roeland Street in Cape Town.

areas of the Bo-Kaap, extending right through to Sea Point, Vredeklouf and Gardens, as well as the old District Six," says Robberts. Several Members of Parliament are also loyal clients. The Cape Technikon around the corner brings a lot of students to the store. The majority of the restaurants, school hostels, guest lodges and hotels in town are frequent shoppers and buy in bulk because of the good pricing.

Back by popular demand! The butchery sells a wide selection of superb meat.



The impressive cheese counter has something for everyone.



The staff

The old store employed 45 staff members and that number has increased to 60 since the revamp. "When we closed down for the renovations, most of the staff took their annual leave. During this time sixteen counter hands and cooks were trained, which helps with staff rotation," he says.

Waste control

Controlling wastage is a major challenge for the store as every item is prepared fresh every day. "Like any other retail group, we buy stock according to rate of sale, but because we offer fresh meals on a daily basis everyday our waste is a little higher than normal. However, a fresh product tastes so much better and for this reason we fill our dishes at least four to five times a day, while our chickens come out fresh from the grill about fifteen times a day," says Robberts.

On promotion

The store participates in all Fruit & Veg City's national promotions and advertises every week in the local papers and on flyers. Fruit & Veg's scheduled TV and radio ads also mean more feet through the door.

Giving back

Fruit & Veg City's management believes in



The specialist bakery offers a range of confectionary and breads.

giving back to the community in which it operates and has joined forces with an organisation called Feedback to fight hunger in South Africa with the launch of a 'Care 2 Carry' campaign. Shopping bags, designed by pupils from the Luzuko Primary School in Guguletu, are being sold at the Roeland Street store and R2 is donated to Feedback for each bag sold.

"We would like to go from strength to strength this year but we are taking it step by step. We are looking forward to the warm summer months, because warmer

FACT FILE

Roeland Street Fresher Food Store/Fruit & Veg City

Size: 800m²

Till points: 10

Staff: 60

Trading hours: Monday: 09:00-18:00; Tuesday-Friday: 08:00-18:00; Saturday: 08:00-17:00; Sunday: 09:00-14:00.

weather equals hot sales figures," concludes Robberts. ■

ACCESS GUARD

ACCESS CONTROL AS FLEXIBLE AS YOUR BUSINESS

Portable, multi-purpose barriers on wheels to control movement of both people and products. Wheels lock into place and drop bolts provide stability. Access Guard requires no fixed installation and expand or contract to fit the space.

Utilize Access Guard to:

- Close off goods receiving bays when roller shutters are open
- Direct queues within the store
- Close off restricted aisles
- Block off 'staff only' areas to the public
- Separate new stock from sales goods
- Indicate goods in storage awaiting bar-coding or packing
- Restrict access to hazardous areas in storage area or within store

For more information contact

0860 124 124

www.trellidor.co.za

Manufactured by Trellidor, the leaders in barrier security.

ACCESS GUARD

FLEXI-BARRIER