

# RETAIL SOLUTION



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## Score Free State converts to Pick n Pay Family store

PICK N Pay will be opening its first converted Score store in Bloemfontein on 19 March 2008, which will be run as a Pick n Pay Family franchise outlet. The conversion has been done by Pick n Pay's Emerging Market Division, which focuses on developing and growing black entrepreneurs for the company's franchise division.

Pick n Pay announced in October 2007 that a large number of its Score stores would be converted to Pick n Pay Family stores, which would effectively create 82 new black entrepreneurs and in most cases double the number of employees in each store.

### A change of ownership

The new owners of Bloemfontein Central Park Pick n Pay are Tseliso Mpekoa and Fourie du Plessis. Mpekoa was born and raised in Ficksburg and started off selling oranges in his township and sweets and peanuts at school. He went on to obtain a BSc degree and worked in IT for some time, but always wanted to be in retail. He approached Pick n Pay about becoming a franchisee and Pick n Pay enrolled him at its Franchise Academy, which trains previously disadvantaged franchise candidates. The two-year course of theory and practice is conducted at the University of Johannesburg, while practical experience is gained at various Pick n Pay stores – an experience that Mpekoa says was invaluable.

Du Plessis grew up on a farm near Bethulie and started helping his grandfather in their family-owned farm shop at the age of five. He qualified as an accountant and completed his training in 1999, after which he applied to Pick n Pay for a position as an accountant at Pick n Pay Menlyn Retail Park in Pretoria. He found that he was as comfortable on the shop floor as in an office-based position and when he had an opportunity in 2007 to partner with Mpekoa in the new franchise store, he took it with great enthusiasm.

Pick n Pay believes that Mpekoa and du Plessis bring ideal synergies to the partnership.

### The site

The store is situated next to the railway station and a bus and taxi rank. It is the third outlet to be converted from a Score to a franchise Pick n Pay Family. The other two are in Bara City in Soweto and Hendrina in Mpumalanga.

### Going in-store

This site has ranges that cater for the needs and requirements of its customer target market. It will carry a wide range of merchandise for frequent shoppers and bulk buyers, as well as a full convenience range. It also has a bakery, a range of meats and poultry and a wide selection of fresh produce.

### The countdown begins

Mpekoa and du Plessis are running a dedicated pre-opening campaign for three weeks prior to 19 March. They say they are committed to offering their customers an enjoyable and efficient shopping experience in a pleasant environment, with top service, ongoing promotions and competitive pricing. "We will fully live up to our new mantra – "Inspired By You," they say. ■