

Mega store opens in Krugersdorp

Creating a destination shopping experience on the West Rand

BY ANELLE HAMILTON

Noordheuwel Supermarket in Krugersdorp was revamped into a Megamarket format and opened its doors at the end of April as a new improved store, with more floor space and state-of-the-art service departments. It is the fourth Megamarket store from the Friendly Group to open for business and the idea behind the concept is to create destination shopping with bigger stores and larger ranges. Since it opened for business the supermarket has grown month on month and become a major draw card to the Noordheuwel shopping centre.

New beginnings

"We expanded the shop substantially as we wanted to create a one-stop shop with a huge emphasis on fresh produce and comprehensive HMR and take-away departments," says Manny Gouveia, Friendly franchise division's national development manager.

The store's trading area is 1550 m² and it has an upmarket, elegant look and feel. The newly renovated Noordheuwel shopping centre has been designed in a modern, contemporary style and the store was designed to mirror that. "We have decided to use hand painted artwork throughout the store, rather than styled lifestyle pictures. We wanted to create a look that sets us apart from our competitors and the murals add dimension to a dead wall," he says.



Megamarket Noordheuwel opened for business in April this year in the newly renovated Noordheuwel shopping centre.

The departments

The HMR has been expanded dramatically and has an interesting design feature. Instead of stainless steel serving dishes the food is made and sold from cast-iron potjies. "Our customers like it because it is unusual and it looks like hearty, home-cooked food," says manager Glenda Willey.

The HMR department always has a special for the day where customers can buy a full meal for around R25 a plate. Oxtail and stews are good-sellers and the fact that it is made in the potjies gives it a unique taste. Tasty stir-fries are also prepared in front of the customers in large

works while they wait. Their Sunday meals also sell well and retail for R59.99 per kilo. The store promotes its HMR offering and meal solutions with signs and ticketing throughout the shop.

The department is also geared for summer and boasts an ice cream stand, milkshake counter, as well as a pancake and waffle bar where delicious food is made on order.

The bakery starts baking from 0600 in the morning until 1800 to ensure that everything is fresh. Besides the usual offering, it focuses strongly on specialty breads. "Our savoury cheese and onion



Speciality breads and confectionary items are top sellers in the bakery department.



Hand painted artwork draws attention and gives dimension to a 'dead wall'.

bread sells very well and our confectionary is also popular," she adds. Items such as banana bread, cakes and cupcakes are always a winner. Willey has also noticed an uptake in wedding cakes and birthday cakes.

The deli offers a huge selection of imported cheese and meat. "We have introduced cabinets and the loose olives, humus and pastrami stand out."

A highly qualified butcher, Paul Willey, is in charge of the butchery. It offers customers a large meat selection and shoppers can order gourmet cuts that are prepared while they wait. "Our butchery is booming. We operate in a suburb where braai and biltong is king and our customers keep us on our toes, they want the best quality out there," she states. Their sales shoot up when there is a big rugby game. A biltong counter was installed next to the kiosk for impulse buys when customers come in to purchase cigarettes or prepaid water. The kiosk also sells hubbly bubblies that are popular with the younger smokers.

"Our grocery aisles form the heart of our store and are one of our strongest

departments. Our customers' trolley loads are increasing and we believe it is because of our good prices," Willey says. The store boosts grocery sales by distributing leaflets twice a month.

Mixed customer base

The store caters for a very mixed customer base. Although it is surrounded by a number of upmarket housing developments, the area is not fully developed yet. "This means that we have to cater for the homeowners who are quite well off, as well as the contractors that are still working on site and fall into a much lower LSM," says Willey. A few upmarket retirement villages also border the store. "These pensioners are very loyal clients because of our good prices and we have identified them as an important target market. For this reason we have made our aisles very wide so they can move around the store with ease in their walkers or wheelchairs."

Looking into the future

"The shop has not reached its full

potential and it was built for the future as the area is not fully developed yet," says Gouveia.

He adds that the credit crunch has not had an impact on the store's customers and its turnover is still growing. "Our focus for the future is to grow our business and experiment with new ranges."

FACT FILE:

NOORDHEUWEL MEGAMARKET, KRUGERSDORP

Launched: April 2009

Store size: 1500 m²

Till points: 11

Staff members: 55

Trading hours: Mon – Saturday

07:00-20:00

Sunday 07:00 – 15:00

A large selection of imported cheese and cold meats are available in the deli.



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