

Coastal store proves size isn't everything

Sun, sea and profits at 7-Eleven Odeon Towers

BY ANELLE HAMILTON

THE STRAND in the Western Cape is known for its beautiful coastline and claims to be one of the best and safest bathing areas in the country. *Tolla se plek*, a seaside café, was a landmark in the area for many years. This successful business changed hands a number of times before owner Johan Moolman saw it had great potential and opened 7-Eleven Odeon Towers on the 12th of December 2007.

Happy holidays

The store is situated in Beach Road in the Strand, which is also known as the Golden Mile because of all the high-rise buildings and luxurious holiday flats that have sprung up in the last few years. Businesses, restaurants, a public swimming pool and residential apartments and houses also surround the shop.

"Our main clientele throughout the year consists of locals who live and work in the



The store is very attractive from the outside and catches the eye.



surrounding areas, who visit us to purchase their necessities and luxuries. In addition, the Strand is a popular holiday destination for South Africans and international tourists alike and our store is appealing as it is situated directly on the beachfront where holidaymakers spend their days," says Moolman.

The departments

The deli section sells a wide variety of cold and hot fast foods at affordable prices. "Our Piemans Pies and roast chicken are our best sellers. We also sell Russians, macaroni and cheese, sweet chilli chicken strips, burgers, wraps, salads, doughnuts, brownies, puddings, Danishes and croissants. This is our star department because of the good quality,

7-Eleven Odeon Towers has a clear view of the ocean and is popular with holidaymakers.

value for money and freshness," says Moolman.

The store offers a large variety of cold meats, consisting of polonies, hams, Texan steaks, viennas, beef bangers and boerewors. It is all well priced to suit the store's target market.

The ice cream aisle is also a great attraction for holidaymakers. Nestle Diarymaid and Ola are the store's main suppliers and the range consists of impulse lines and tubs. "We also have a Nestle Scoopy freezer where we sell scoops of ice cream in different flavours, either in a cone or tub. And of course, we also have the firm favourite, soft serve," adds Moolman.

The store's busiest times are usually weekdays during lunchtime and again after 17:00. During summer holidays and when the weather is good outside, business booms during the whole day.

The recent increase in the interest rates hasn't affected them yet." People aren't too concerned about prices because they still want the luxuries they are used to having, even if it means paying more for it," he claims.

The staff

The store is small, encompassing 91m² and employs ten staff members. "Some of our employees have had retail experience; those who did not, received in-house training to meet our high standards regarding customer service," says Moolman.

Shrinkage and waste is kept to a minimum



The soft serve counter is a major attraction during the summer months.

The store offers a large variety of cold meats.

by having in-house security, ordering sensibly and only what is needed, especially in the off-season.

"What makes our store special is that it is very eye-catching from the outside and kept clean at all times. The service is consistent and products are always available. Our staff is friendly and well presented. Plus, we have posters in our windows to keep customers



The store has a large range of food to cater for the varied customer base.



Cold beverages are one of the big sellers at this holiday destination store.

informed about services and products in the store," he adds.

They plan to extend the shop in the near future.

Future plans

They plan to extend the shop in the near future by adding a new department that would include bait and fishing tackle for anglers. The store already has a prepaid electricity kiosk and will be installing an ATM and Lotto machine soon, to achieve its aim of becoming the ultimate 'one-stop shop'.

"Our shop is like a Mary Poppins bag; we are small and compact, but we have everything you need and somehow everything fits into it," says Moolman.

FACT FILE: 7-Eleven Odeon Towers

Size: 91m² trading area

Staff: 10

Trading hours: Off-peak season: Monday-Sunday: 07:00- 21:00; Summer months: Monday-Sunday 07:00 – 23:00



The counter at the paypoint and the area behind is well-stocked to encourage impulse buys.

We are small and compact, but we have everything you need.

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The shop has attractive signage and keeps a wide variety of products.