

Value added services and new look boost sales at Total Senderwood

BY ANELLE HAMILTON

Customers visiting Total Senderwood in Linksfield, Johannesburg, would have noticed a number of changes at the site in recent months. Not only has the c-store undergone an extreme makeover, but a new Steers outlet has been catching the attention of people in the area.

More than 20 400 customers visit the shop every month. Best sellers include cigarettes, Coke, crisps and chocolates. The site is situated in busy Civin Road, opposite Saheti School, and has a good mix of customers. "We are surrounded by business parks and a big residential area. The parents of the school are also very loyal customers," says manager Manny Patel. Total Senderwood regularly promotes the site by advertising in the school's newspaper. They also believe in giving back to the community they operate in and often sponsor sporting events at the school.

Adding value

"Our Steers opened for business three months ago and is attracting a lot of business people during lunch times, as well as families



Total Senderwood is situated in Civin Road in Linksfield, Johannesburg, opposite Saheti School.

More than 20 400 customers visit the shop every month.

at dinner time," says manager Chimpu Shah. The recent power outages in the area also drew people to the site, as they can buy take-aways for their families while the power is out. The Steers outlet is advertised on banners on the forecourt and is open from



The brand new Steers is doing very well. Pictured in the middle is manager Chimpu Shah.



The c-store has undergone a complete transformation and customers like the new look.

8am until 10pm every day.

"The Steers staff was sent to Steers' head office in Midrand for training for three weeks and is a dedicated team," says Shah. Customers can enjoy their food at a table inside the store, but most of them eat their food in the lapa on the forecourt while they are waiting for their cars to be washed.

A new look

The site's busy Bonjour store also has a new look after getting a makeover two months ago. "Our customers have complimented us on the transformation of the store, and the elegant new look has done much to bring more feet inside. Although the Steers operates

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inside the store, the two departments complement each other and increase our offer to our customers," says Patel.

One-stop shop

The site faces some stiff competition from Engen and Caltex forecourts in the area,



A lapa and play area for the kids offer motorists a place where they can relax before they continue their journey.

but Patel says, "We believe in giving our customers something extra by adding value to their experience when they visit our site. We want to offer them a one-stop shop." Some of the extra services they offer include a lapa and playing area for children, an ATM, airtime, car wash and free nitrogen air pressure. The c-store also sells car parts for emergency repairs.

Customers can bring their gas bottles to the site for a refill and can also buy gas bottles for cooking when the power goes out.

A fairly recent addition to the store's offer is DVDs, which are proving to be very popular.

The site is open 24 hours a day and has been very fortunate not to be hit by power outages. They have, however, invested in a generator to ensure that they are always operational.

Total Senderwood fact file

Location:	Linksfield, eastern Johannesburg.
Feet through the door:	20 400 a month.
Highest profit category:	Cigarettes
Trading hours:	Bonjour store: 24 hours a day
Steers:	08h00 – 22h00
Other services:	Car wash, ATM, airtime, gas.
Staff:	18 attendants, 2 supervisors, 16 car wash, six inside store.

Every month new promotions from Total are advertised on posters to draw more people to the store. "We have more plans on the cards for 2008 and our customers will be happy to see what else we have up our sleeves," says Patel.



Above: The site sells a variety of car parts in case of an emergency.



Right: DVDs are a recent addition to Total Senderwood's basket and are doing very well.