



## Business is booming for Total Sandton Drive with Mugg & Bean boost

*On-the-go convenience is the reason why Total Sandton Drive has become so popular with Sandton business men and women it introduced Mugg & Bean's On The Move to its convenience store.*

By LAURA DURHAM

**Its prime location on Sandton Drive, Johannesburg is part of Total's successful convenience store recipe. But the addition of Mugg & Bean's On The Move concept in July last year is the true differentiator, resulting in an 85% increase in sales.**

### Bean business

Rasik Govind took over the waning Total site last year and re-opened the convenience store (C-store) with the addition of the brand new concept from Mugg & Bean, On The Move. The Sandton Drive site was to act as a pilot project and if it was a success, would be rolled out to other stores.

"On the Move has worked exceptionally well with consumers really buying into the fact that they can now get Mugg & Bean on-the-go whether it is in the morning on the way to work or even coming home in the evenings," comments Linda Thomas, managing executive at Mugg & Bean. This concept was called 'On The Move' to

**Store: Total South Africa**

**Location: Sandton Drive, Johannesburg**

**Staff: 40**

**Transactions per week: 20 000 – 25 000 (including fuel)**

differentiate it from all the other grab and go concepts.

Sandton Drive is a very busy road in the mornings and evenings as people travel to their offices in Sandton CBD. Stopping at the C-store on the way for a coffee and snack has become routine for many. The high counter and chairs at the Sandton site often host business meetings, thanks to the free wifi connection provided to customers.

Govind explains that his bakery staff members were sent to Mugg & Bean (now owned by Famous Brands) headquarters for training and now all sandwiches, Danishes and the ever-popular giant muffins are made on-site daily. Representatives from Mugg & Bean head office also visit the site regularly to make sure that everything is up to scratch.

A total of six On The Move sites have been opened already with the newest being at Carnival Mall. Mugg & Bean will be opening another 12 sites in the next six months. "This will be our key area of expansion for Mugg & Bean next year, not only with Total, but also within shopping malls. We would like to get Mugg & Bean into the hands of every consumer within our target market in South Africa," says Thomas.

The concept taps into the consumer need of convenience and quality on-the-go meals and coffee. "You can now get the well-known and much loved Mugg & Bean coffee and muffins on-the-go without having to sit down place your order and wait. Mugg & Bean is all about generous portions and quality food and this is what customers get when visiting a Mugg & Bean On The Move," says Thomas.

### Grounded management

Besides the coffee appeal of the C-store, Govind has instilled a very hands-on management style for himself and store manager, Vipul Patel, which customers have come to appreciate. "It is important to get

to know what customers want, to be on the ground, and interact with them on a daily basis," he says. He says that there is also good communication between himself, as a franchisee, and Total South Africa. Govind comes from a solid retail background, having spent five years as store manager at Spar Eldorado Park. He says that the convenience store business is not so different from the supermarket business, there's just the addition of fuel. "My experience at Spar – with staff management, customer relations and ranging knowledge – has helped me settle into the C-store business," he says. "Service is always key, whatever business you are in. It's about being friendly, looking after customers and listening to them," he adds.

### Complete offering

Total Sandton Drive has the typical C-store offering – from basic groceries to personal care products to car repair supplies and dog food. In addition, an in-store ATM draws feet and airtime is sold at the counters. Govind says there is not much of a demand for prepaid electricity because of the surrounding offices – but if there was an increase in demand, they would certainly begin to stock it. Because customers are generally in a hurry going to or from work, there has also not been a need for a car wash as yet. Shrinkage is tightly controlled by daily stock takes and CCTV cameras provide an extra security presence.

### Community recycling

Total South Africa has recently partnered with Nampak Recycling and Apple Green Holdings to bring Post Wink recycling units to Total forecourts. This creates a go-to for the community to conveniently deposit recyclables. Total has funded the recycling units and Nampak Recycling outsourced the local collections to Green Apple, a BEE waste collection services company that will receive all revenue generated by the project in return for the collection service.

Total Sandton Drive is one of nine sites in the Gauteng pilot project and the initial success of it is seeing a snowball effect on many additional forecourts countrywide getting interested in coming on board.



*Total has partnered with Mango airline for a month-long promotion in September where both Mango guests and Total customers are rewarded for their loyalty.*

Meshack Mosiya, Nampak Recycling's national procurement manager says that the initial hurdle is to get the public to understand the importance of sorting and cleaning recyclable waste. "But we are sure that with patience and commitment, especially at site level, this will improve and of course, as awareness increases, the hope is that recycling will become a daily way of life for everyone," Mosiya says.

Govind agrees with Mosiya's sentiments: "We as South Africans don't have the recycling mindset like overseas. But we are

getting there – it just takes time." This is clear by the fact that they have to get the bins emptied and clean up around them three times a week. According to Linda Christensen, marketing strategy implementation manager at Total, the highest volume of waste collected from one site recorded so far has been 2.5 tons in one month, which amounts to nearly 600kgs per week.

In terms of other community involvement, Govind says again that the community around them is simply made up of offices. "But we are always there for the community and if someone comes to us and asks, we will provide assistance gladly," he says.

### Promotional activity

All marketing and promotion drives come from Total head office. Currently, there is a big promotion running between Total and airline, Mango where the airline will give away R1 million in fuel cards to winning guests on board flights during September while a retail promotion in Total's Bonjour forecourt stores mirrors the campaign with R1 million in Mango flight vouchers.

"The promotion was designed to deliver value to South Africans," says Mango CEO, Nico Bezuidenhout. "The fuel cards, which are redeemable at any Total service station, have a face value of R50; enough to contribute substantially to filling up or the cost of driving to the airport."



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As part of a Total and Nampak Recycling pilot project, recycling units have been placed outside the forecourt for the community to dispose of glass, paper, tins and plastic.



Being on the the ground and listening to what customers want is a very important part of store manager, Vipul Patel's day.

Total South Africa's marketing manager, Reina Cullinan says that this year's campaign is working off the success of the 2008 partnership promotion. "Consumer engagements of this nature resonate with South Africans; a true return on a purchase where loyalty earns far more than a traditional loyalty model of discounts based on point collection," she says.

Govind says that business is dead over Christmas, as all their regular customers go on holiday. "In fact, I could close up and go on holiday myself and no one would notice!" he jokes. Business goes back to normal for them in January.

## Fuel and the future

Looking ahead, Govind doesn't predict too many changes in the C-store but of course, they have to stay on top of their game to compete with the nearby forecourts on William Nicol Drive. "And there are three Pick n Pays in the vicinity – but we don't try compete with their offering – we have convenience on our side," he says.

The recent strikes have been a cause for concern because when a site is short of fuel, sales will obviously suffer. The rising fuel price is also a slight worry for Govind – and his customers.

"Everyday is a challenge but our numbers have grown dramatically – and I would love to see Total Sandton Drive grow even more!"



Total Sandton Drive has the typical C-store offering – from basic groceries to personal care products to car repair supplies and dog food.



On The Move provides the perfect pitstop for business men and women on their way to or from work in the Sandton CBD with a variety of on-the-go snack items, as well as Mugg & Bean's 100% Arabica coffee.