



*The store layout has been designed to create a mall feeling where the specialised areas are stores-within-the-store*

## The Italian hypermarket model evolves

By Antonello Vilardi, adapted by Hippo Zourides

In past editions, *Supermarket & Retailer* has reported on some food retailing models emanating from Italy, thanks to the contributions by Mr Vilardi ([www.retailwatch.it](http://www.retailwatch.it)).

In this edition we share with our readers the latest evolution of the hypermarket model in Italy and how, even in areas with small populations, these stores have embraced the “one-stop” and “store-within-a-store” concepts for the convenience of the local shoppers.

The store featured this month is the well-known Iper group, located in Montebello della Battaglia in the Pavia area of Italy, in the Lombardy region about 50km south of Milan.

Although the population of this area is small (only 1 600 inhabitants), the store has a huge catchment area and it is fitted with 27 traditional checkouts and 18 self-service units. Open seven days a week from 8:30 to 21:00 (22:00 on Fridays), the store has all the conventional departments expected from a sizeable hypermarket.

The striking difference is the inclusion of

a plethora of goods and services into the model to highlight an Italian saying that goes something like “If you fight or use force, someone dies as a result. However, if you join forces and coordinate your efforts, everybody wins, especially the consumer community.”

### Store-within-a-store and brand-within-a-brand

The store-within-a-store concept is a well-known phenomenon to many South Africans, where a large format outlet such as a hypermarket allocates defined spaces to departments such as TV and Audio or Pool or Pet Foods, and so on.

What Iper has achieved is to also incorporate a number of external partners into its layout and allow their brands to be exhibited within the parameters of its own brand.

The list of goods and services below is exhaustive and give one an idea of what is available in store. They include (in no particular order):

- SIM-card activation
- Recharging of cell phones
- Event ticket selling – concerts, sports events, movies, theatre
- Special shopping vehicles and assistance for the disabled
- Special tills for the disabled
- Special tills for pregnant mothers and mothers with small babies
- Express tills (under 10 items)
- Express tills for pay-as-you-go mobile payments
- Deliveries and installation of various household goods
- Home deliveries
- News stand
- Special production of VAT invoices for businesses
- Product-warranty extensions
- Optician
- Fuel-and-car service station
- Tyre shop



*A variety of mustards are displayed next to the gourmet section*

- Car wash
- Payment of municipal accounts
- Para-pharmacy
- Booking for school text books
- Fish-cleaning services
- Textiles and home furnishings
- Gastronomy classes
- Sushi counter
- Returns counter, branded "If you change your mind..."
- On-line digital photo printing with in-store collection
- Sale of gift cards
- Pet shop and accessories
- Bank ATMs
- Locksmith and key-cutting services
- Dry cleaner
- Herbalist shop
- Hair-dressing salon
- Travel agency
- Tailor shop and haberdashery
- Tobacco shop
- Coffee shop
- Dental services
- Photographic shop
- Technology area
- Bus service
- Post office

It is evident from this that the convenience factor has become a major component in planning a new hypermarket in today's age of time-starved consumers and instant gratification.



The in-house sushi-production and -consumption area



Conventional departments such as fresh produce are located within the main body of the hypermarket



The pet-food section is a store within a store



This sign in the coffee shop says "FEEL AT HOME. Thank you for clearing your table. The next customer will be grateful to find a clean table"



*The housewares department is titled "No place is as good as my home"*



## Clover's head of supply chain resigns

**Drikus Lubbe, executive: supply chain of Clover, has resigned to take up the position of chief executive officer of Dairy Farmers of South Africa ("DFSA").**

Lubbe was responsible for manufacturing, supply-chain planning and distribution. His deep knowledge of both Clover's supply chain and the DFSA's business model makes him the ideal candidate to develop this important business partner and stakeholder of Clover even further.

Lubbe's position will not be filled at this point. Instead, Mr Marcelo Palmeiro, executive: corporate and brand development, will assume responsibility for manufacturing and Jacques van Heerden, executive legal, secretarial and human resources, will assume responsibility for supply-chain planning and distribution.



## Big Save, bigger win

**Charles Greens Masubelele was the lucky winner from Big Save Tshwane Market to win the monthly prize of R2 000 in groceries on Saturday the 27th October 2018. This after he entered their Big Save Moagisani competition that runs every month for shoppers to enter.**

Masubelele was invited to the store with his family on Saturday, where the Tshwane Market team celebrated together with cake and gifts. He has been shopping at Big Save for over ten years.

"I am very happy to win the Moagisani competition and my family and I had great fun today. Big Save is convenient and very cheap," he said. He joins the list of fifteen shoppers from Big Save's eight stores that have entered and won the monthly competition on Big Save's popular Facebook page.

Illze Jardim, manager of Big Save Tshwane Market, also attended the grocery giveaway and festivities at the store.

The name of the competition - Big Save Moagisani - was chosen as Big Save strives to be a good neighbour in the communities it serves.

The competition opens on Big Save's Facebook page on the second Monday of every month.