



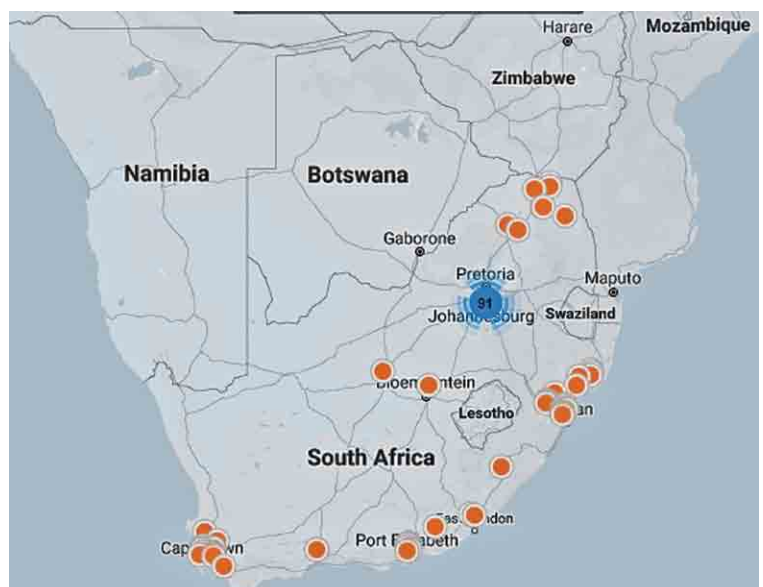
The basics of back to school

In merchandising, the back-to-school period is when students and their parents buy school supplies and clothing for the upcoming school year. At many department stores, back-to-school sales are advertised to coincide with the sale of children and young-adult clothing.

In February, Field Agent assigned a survey across a number of major retailers who are known to stock school items. The aim of the survey was to understand the impact a customer's experiences and preferences have on their buying of back-to-school items. Agents were assigned to answer questions based on their views and experiences of back-to-school shopping.

The use of crowdsourcing via smartphones provides an unbiased, real-time understanding of consumer shopping habits and frustrations, assisting retailers to focus on relevant operational issues and reinforce customer loyalty and shopper satisfaction. Feedback is collected through photos, videos, audio, timers and barcode scanners, capturing consumer insights instantaneously.

In an ongoing effort to improve the customer experience during the back-to-school period, competitive pricing, product availability and speed of service remain a priority for customers. The greater the stock on hand and the quicker

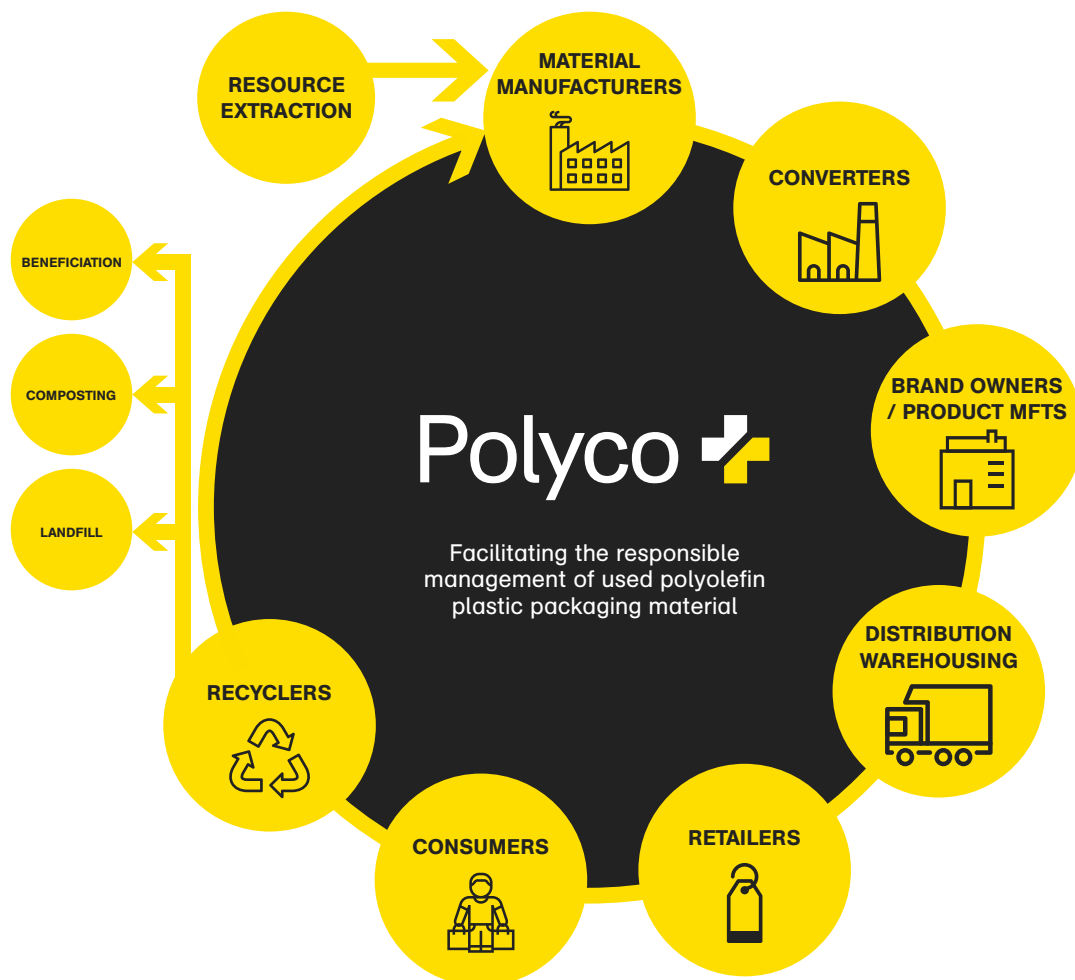


New Environmental Legislation Gazetted

The Department of Environmental affairs has gazetted a Section 28 notice, published on 6 December 2017, calling on the Paper and Packaging Producers to prepare and submit an Industry Waste Management Plan (IndWMP) to the Minister by 6th September 2018.

Established by the industry in 2011, Polyco is the established and industry recognised Polyolefin Product Responsibility Organisation that will be preparing a cost effective and sustainable Industry Waste Management Plan (IWMP) meeting all stakeholder requirements.

The Polyolefin Industry Waste Management Plan will be based on circular economy principles reflected below:



We will be holding stakeholder engagement sessions in each province, in May 2018, to share the proposed Polyolefin IWMP. Contact Polyco to ensure you are included in the shareholder engagement sessions.

Should you have any questions, please don't hesitate to contact us on:

Office Landline: 021 531 0647
Mandy Naudé Mobile: 078 451 6625
George Blackwood Mobile: 078 803 9221
Francois Marais Mobile: 071 475 6586
Email: iwmp@polyco.co.za



the checkout process, the better the customer perceives the experience. It is important to understand consumers' habits and perceptions to optimise their shopping experience. Understanding the latest trends plays a vital role in finding that edge to consumer satisfaction and retention. If consumer perceptions cannot be met at a particular retailer, consumers look elsewhere for their products. While many consumers prefer to shop in-store rather than online, they can be forced to turn to on-line shopping if their needs are not met and they are unable to find the required items.

A total of 156 Field Agents participated in this survey across a number of major supermarket chains in both South Africa and Namibia (refer to map below). These consumers were requested to answer a series of questions in store and collect photographs to corroborate their findings.

Back-to-school shopping is a significant household expense with 55% of shoppers spending more than R600 on these items. The majority (80%) of shoppers completed their shopping by physically going to a store to make their purchases. It is noteworthy that only 37% of the shoppers participated in pre-shopping purchases, either through their school or a third party, to purchase their products. Price sensitivity

was the most significant factor by a huge margin, with 70% of customers factoring price into their choice of retailer. Purchases were also frequently made over more than one shopping trip (61%), and at more than one store. This can be attributed in large measure, to items being out of stock on the initial shopping visit, resulting in shoppers then having to frequent a different store to complete their purchases.

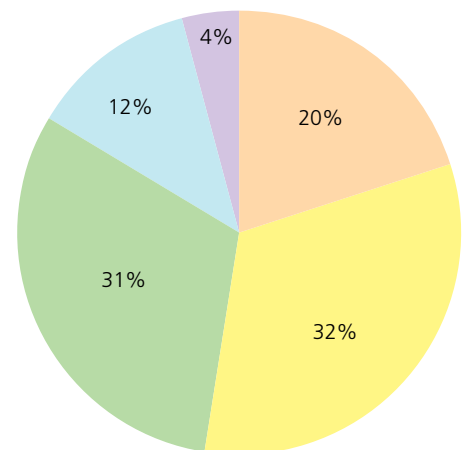
There was no significant retailer identified as the best place to purchase back-to-School supplies, although the majority of purchases were made at Pick n Pay.

Agents advised that they experienced significant frustration as items were frequently out of stock when they were making their purchases. Agents recommended that in order to meet demand during this busy period, stores should maintain a larger stock on hand, and have staff monitoring the aisles to restock items that are running low.

Stores were also criticised for not having all the tills open resulting in shopping delays and customer frustration and dissatisfaction. Although online shopping did not feature frequently in this survey, Takealot was the largest online site used.

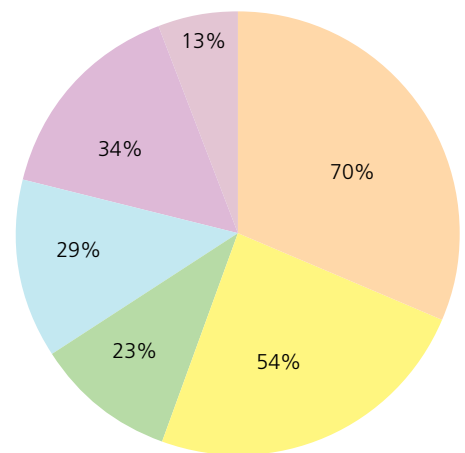
For more information, email us at client@fieldagentsa.com.

When did you plan to do your back-to-school shopping?



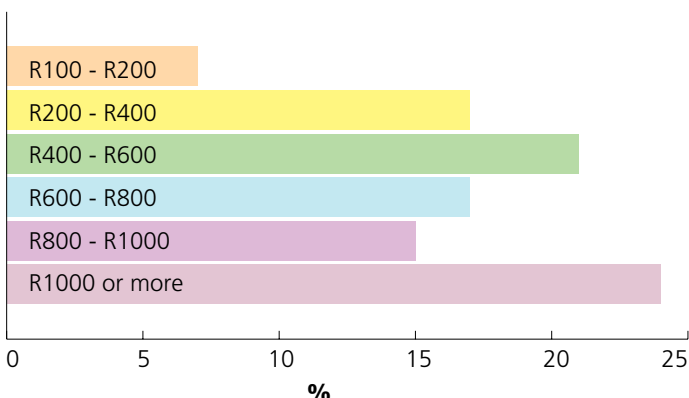
- At least two months before school starts
- One month before school starts
- One to two weeks before school starts
- The week school started
- After school started

Why did you choose this store over other stores?

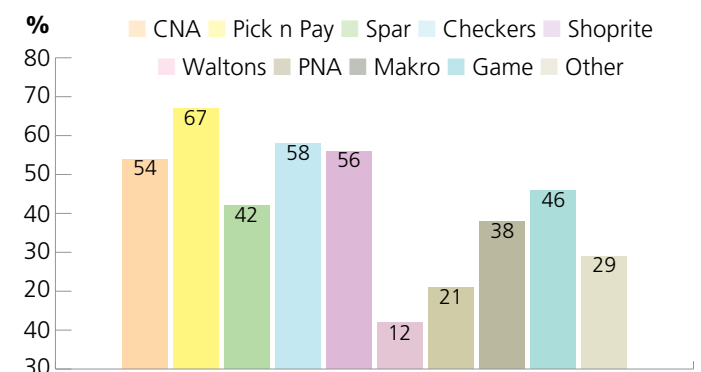


- Price
- Quality
- Brand
- Habit
- Availability
- Other

How much money did you spend?



Where did you go to purchase your back to school supplies?



Africa's leading hospitality and foodservice trade show!



Gallagher Convention Centre
Johannesburg • South Africa
6-8 May 2018

Powering



Food & Hospitality Africa



Hotex powering Food & Hospitality Africa is packed with industry relevant features:



Register online for
FREE ENTRY!

www.foodandhospitalityafrica.co.za

**SATISFY
YOUR
innovation
craving!**



Sunday and Monday
9:30am – 5pm
Tuesday
9:30am – 4:30pm

For more information, contact
Keraysha Pillay at Specialised
Exhibitions Montgomery:
Email: kerayshap@specialised.com
Tel: +27 (0)10 003 3057

#HOSTEX #FandHA



Brought to you by:



**SPECIALISED EXHIBITIONS
MONTGOMERY**