



“For many years, SAPICS has been at the forefront of the drive to professionalise the supply chain management profession” says SAPICS president Mungo Park.

New body for supply-chain management

Africa’s first professional body for supply-chain management was launched during the recent annual SAPICS Conference held in Cape Town.

“The supply-chain field is one of business’s largest sectors, with touch points across virtually every aspect of every industry. It plays a key role in the success, sustainability and competitiveness of every organisation in the private sector, as well as the public sector. It employs a vast percentage of the South African workforce, but until now it has been unregulated in terms of levels of competence, skills and ethics. As the professional body for supply chain management, SAPICS aims to advance and standardise supply-chain skills and practices across the continent,” he says.

Park explains that by professionally designating individuals, SAPICS will increase supply chain management competence, knowledge and skills, and

industry professionals will have prescribed values and ethics to uphold. The ongoing professional development required to maintain designations will ensure that African supply-chain management keeps pace with global best practice, so that optimised supply chains can drive the competitiveness and growth of African businesses and economies.

SAPICS has launched the first two of five planned professional body designations for the industry.

“The entry level ‘Professional Processor in Supply Chain Management (SCM)’ and the ‘Professional Specialist SCM’ designations have been launched. The other three designations will follow over the next few months,” Park says.

Winning the hearts of the Kasi market

Ask Afrika recently announced the winners of its annual Kasi Star Brands Awards 2018/2019, recognising those brands that are most loyally used by South Africa’s township consumers.

“Through our Kasi Star Brands benchmark, we re-evaluate the township market to really delve into what makes them tick, what loyalty means to them and what is impacting their buying decisions,” says Andrea Gevers, CEO of Ask Afrika.

Kasi Star Brands focuses particularly on solus usage – brands that consumers will not choose an alternative for. The Kasi Star Brands evaluated 145 categories and 720 brands within the township sector across the country. Only 32 leading brands met the criteria.

This year, Kiwi has come out as the overall winner. Coming in after Kiwi were, in order of rank: Coca Cola, Sunlight, Koo, Dettol, Lucky Star, KFC, Mageu, Moir’s and Shoprite – all demonstrating sound value in the Kasi market and continued brand equity.

“Our research showed that the average Kasi citizen will support brands that are able to go the extra mile for them by acting ethically, fitting into their lifestyles, never disappointing them, being innovative, taking the time to understand them, creating an emotional affinity to their brand, demonstrating that they



can be trusted and giving back to their communities,” Gevers says.

The Kasi market presents numerous opportunities but it is important to note that their expectations are no longer based on product quality, value for money or pricing, but rather on their emotional experience with the brand – it is about integrated expectations, holding brands accountable. Therefore, this year’s research indicates that a one size fits all strategy won’t work anymore – brands will need to tailor-make strategies per category, brand and even per township. Consumers have very different expectations and experiences, defining what they expect from the brands

“We see far more loyal usage amongst the average Kasi citizen than the general SA citizen. There loyal usage is significantly higher – once they find a reliable brand

that delivers, they will stick to it. It is a very different market with different behaviours and, as brands, we need to make sure that we differentiate our understanding of the Kasi market to make provision for nuances within this market,” says Gevers.

LIST OF WINNERS

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| 1. Kiwi (Shoe Polish) |
| 2. Coca Cola (Non-alcoholic drinks) |
| 3. Sunlight (Liquid soap – wash by hand) |
| 4. Koo (Tinned Beans) |
| 5. Dettol (Liquid antiseptics) |
| 6. Lucky Star (Tinned Fish) |
| 7. KFC (Fast-food outlet) |
| 8. Mageu – Number 1 (Milk – Mageu/Maheu) |
| 9. Moire’s (Baking Aids/essences/colour) |
| 10. Shoprite (Food retail/Supermarket) |