



The whole store was revamped. Previously a Spar, it has now been upgraded to a Superspar.

Old store gets a new life

Superspar Palm Court

By Hippo Zourides

Greg Ioannou is a dynamic entrepreneur that has spent most of his life in the hospitality industry and owned a number of fast food outlets in the north-western suburbs of Johannesburg.

When he saw a Spar store in the Weltevreden Park, Roodepoort area, he immediately saw the potential of the site. However, the current condition of the store did not allow the potential growth that he envisaged.

With Spar's support and his entrepreneurial spirit at play, Greg decided to purchase the store and invest in it a substantial amount for its revamp.

The result is a great looking store which is now trading under the Superspar banner. The pictures that follow gives the reader a good insight into the look and feel of the store.



Greg Ioannou, the franchise holder, and his manager, Malibongwe Mcefani, pictured outside the store.



Most service areas are located along the wall next to the store entrance. This means that serving staff can be cross trained to cover multiple departments as required.



This alcove, located behind the checkouts, is dedicated to all a mother requires for a party for her child or the local school.



The checkout area is well-appointed and thought has gone into the process to allow space for paraplegics with a lower counter. Express tills are also available.



Wide aisles are a feature of the store and the LED lighting ensures that all product displays are well illuminated.



The many columns in the store have been well camouflaged by the positioning of supplier fridges for ice cream and cold drink impulse sales.



At the store entrance, the customer is greeted by a coffee shop stocking a practical range of beverages and food ideal for a quick stop.



Bold signage with simple descriptions are a trademark of the store. Refrigeration has also been colour coded for each department.



The wine section is located in the middle of the store flow and, should legislation require it, can be closed off at any time.



The customers have a choice of prepacked and service counter fresh meat to choose from, while seeing the cold storage through glass windows.



Shoppers have full visibility of the bakery area and are able to shop both outsourced as well as the store produced fare.

Shoppers are encouraged to participate in the in-house competitions as their attention is drawn to the weekly specials. **SR**

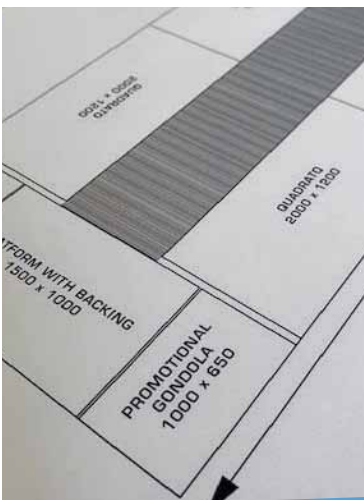


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