

From start-up café to 5-store powerhouse

Raimondi's Powertrade celebrates 30 years in the community

It's been 30 years since Bruno and Annél Raimondi began their cash & carry wholesale business in Robertson in the Western Cape, and during this time they have walked an extraordinary journey to grow the business into the 5-store powerhouse that it is today. For their 30-year anniversary this year, they recently underwent a revamp, relaunching with improved merchandising, layouts and ranging, as well as new exterior and interior signage that shows their affiliation to voluntary trading group Unitrade Management Services (UMS) and the Price Rite, Powertrade and Best Buy brands.



Left: Bruno and Annél Raimondi of Raimondi's Trading Group, with UMS Southern Division General Manager Fermino Gomes

Centre: Raimondi's Best Buy in Villiersdorp had a face-lift with new exterior signage, as did the other four stores in the Group

Below: Raimondi's Powertrade Malmesbury interior





Mercia and Mavis of Raimondi's Price Rite in Worcester ensured that their customers had a hotdog to enjoy when they came in looking for launch specials



Raimondi's Powertrade Piketberg Crazy Price Corner



Raimondi's Powertrade Robertson display



Raimondi's Powertrade in Robertson is a landmark in the area, serving as a distribution hub for its commercial clients. The retail side of the business has also grown in recent years



What did Bruno and Annél Raimondi do to increase sales?

“ The store launches were complemented by a multi-faceted and extensive media campaign with extended frequency and reach ”

Fermino Gomes, UMS Southern Division Executive General Manager

These included above the line (TV and community radio with live reads and outside broadcasts on activity days), as well as below the line components. 91 000 printed pamphlets (6-pager A3) were distributed to all five towns, surrounding areas and in-store. Digital media included Facebook and WhatsApp.

What department has the highest turnover and what makes it profitable?

The business overall is still very reliant on commodity trading and frozen chicken sales. Its success lies in high volumes at low margins.



Left: The store launch featured a number of consumer activities, such as trolley dashes and in-store competitions. The trolley dash proved to be immensely popular! This is one of the winners at Raimondi's Price Rite in Worcester



Right: Raimondi's Powertrade and Best Buy stores relaunched to the community at the end of July 2019. Here the store manager of Raimondi's Powertrade Robertson, Callistus Makipa, shows the prize that was on offer for customers to win

A journey of growth

The business of Raimondi's started as a café in the wine farming community of Robertson in 1989, servicing farm workers and labourers. The business expanded into distributing chicken and fish to farmers and other farm shops in the area. A wider range of groceries was also brought in. By 1992, the business needed bigger premises, so they moved to what is still their current site in Robertson. Through a series of buy-ins, partnerships and buy-outs, Raimondi's expanded into the Raimondi's Trading Group, adding to the Robertson operation with a Price Rite in Worcester, a two Powertrade outlets in Malmesbury and Piketberg and a Best Buy store in Villiersdorp.

Streamlining for service and price

In addition to the physical aspects of the stores being improved, Bruno Raimondi says they are also streamlining operational aspects of the business, to ensure they maintain their service levels and competitive pricing.



PC scale – XC II 800 Pro

Weighing, labeling transactions, advertising content and cross selling campaigns via a brilliant customer display is what this scale XC II 800 Pro is capable of.

Combined with a cash register drawer this counter scale becomes an efficient checkout solution.

The 3-in-1 printer is unique in the market: With just one device you can print receipts, labels on linerless paper. A powerful and open PC platform ensures high performance: The large RAM has sufficient memory to let you implement new features or individual requirements

Area of Use

- Operation
- Self-service
- Weigh price labeling / pre-packaging
- Multimedia application (advertising contents / cross selling)
- Cash register

Highlights

- High-end PC scale with a powerful Intel® Quad Core processor: More performance for optimized graphics while consuming minimum energy
- Large RAM: Ideally suitable for new features and requirements

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Raimondi's Powertrade Piketberg interior

There is a wide variety of customers visiting the stores, and Bruno says it remains their mission to serve each and every person at the highest standard. "We understand our customers, from the farming communities that surround us, the general public and small traders, to farms and farm shops, stokvels, guest houses and bigger retailers. Each group has specific requirements and through our five stores we are very able to assist," he says.

Route to market for suppliers

In a highly competitive market, the Raimondi's group has the infrastructure to build supplier brands and sales. They penetrate the Western Cape market through extensive delivery networks that cover an approximate 200km radius, reaching many outlying areas. Commercial customers are serviced by four sales reps and a sales manager and can also place their orders telephonically. UMS provides a call centre infrastructure as part of the partnership, which means a bigger sales team

to provide business growth. The five stores offer exceptional commercial business coverage as well as an opportunity to grow retail (consumer) sales.

Raimondi's Price Rite Worcester

The large town of Worcester is part of the greater Breede Valley, which has a population of around 180 000. Raimondi's Powertrade Worcester is located in the industrial part of town and its growth prospects are very good. There are no competitors nearby, making it ideally positioned to serve both its retail and commercial customers through a growing retail offer and a fleet of vehicles that deliver to many surrounding areas.

Worcester trading area: 1 200 m²
 Number of employees: 53
 Number of checkouts: 10
 LSM: 6-10



Raimondi's Powertrade Robertson

Robertson – known for being at the heart of the Cape wine route – is home to the original



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Raimondi's store, which has been in the area since 1989. The store is situated in Church Street and is a landmark in the area. Its wholesale racking and palletised stacking show its origins, but the retail side of the business has grown in recent years, attested to by the many single and smaller pack sizes on shelf. Gondola ends feature supplier displays and the store also acts as a distribution hub for its commercial clients.

Robertson trading area: 2 250 m²
 Number of employees: 85
 Number of checkouts: 12
 LSM: 6–10



Raimondi's Powertrade Malmesbury

Malmesbury has around 36 000 inhabitants and is the largest in the Swartland, about 65 km north of Cape Town. This flagship store has a massive wholesale footprint and a low-ish retail customer base, providing opportunities for growth. Because it is not situated in the mix of the many other retailers in town, it makes it easier for these stores to come and buy, treating as a buying hub. The store also distributes through truck deliveries into surrounding areas. The store has a user-friendly, well-planned layout.



The new look Raimondi's Powertrade in Malmesbury. The store serves a mix of retail and wholesale customers



Special offers, trolley dashes, lucky draws and win & spins created in-store excitement for the duration of the launch. Some happy customers are seen here at Raimondi's Powertrade in Piketberg

Malmesbury trading area: 1 500 m²
 Number of employees: 15
 Number of checkouts: 7
 LSM: 6–10



Raimondi's Powertrade Piketberg

Situated in the charming rural town of Piketberg, about 80 km east of Saldanha Bay, this store is a retail/wholesale hybrid serving the general public, smaller traders, bigger retail outlets and commercial customers. As with the other three Powertrade stores, a large portion of the business is focused on distribution and deliveries to commercial clients.

Piketberg trading area 800 m²
 Number of employees: 8
 Number of checkouts: 6



Raimondi's Best Buy Villiersdorp

Villiersdorp in the Overberg has approximately 10 000 residents and is home base for the Best Buy store in the Raimondi's stable. The UMS Best Buy brand provides another trading format alternative for wholesale/retail hybrid independents.

Raimondi's in Villiersdorp trades under this name, serving the community and making door-to-door deliveries to outlying areas. The goal is to grow the retail side of this store, with longer trading hours and increased customer convenience. Situated in the main road of Villiersdorp, Raimondi's Best Buy is well positioned for end consumer business.

Villiersdorp trading area: 350 m²
 Number of employees: 12
 Number of checkouts: 4



A local, community-focused business

As a truly local business, Raimondi's contributes to building a strong local economy, provides jobs for residents and invests money back into the community. Each store has strong brand equity in their community and in-depth understanding of store-based sales, the delivery business and servicing a diverse customer base. Bruno and Annél Raimondi understand the importance of being open to new opportunities and seeking out areas of growth. It's a solid foundation that will stand this business in good stead for years to come. **SR**

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