

# SUPERMARKET & RETAILER



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Business knowledge for smart retailers

## Growing sales in the hot beverage category

Refrigeration –  
getting the most bang  
for your bucks

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the latest trends

New Builders Warehouse  
lifts the bar



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# Keeping up with the fast pace of change

Stop the world I want to get off!

Change is coming down the track so fast that many retailers may well want to repeat that cry from the heart. But, there's no going back. One needs to embrace the future and, better still, do it ahead of the pack. Here, we reflect on many of the changes facing our industry and hopefully provides the ideas and inspiration to meet changing shoppers' wants and desires.

Take private label for example. There was a time, in its original house brand format, that simply copied well known KVI's. Often these offered lower quality, but at a significantly lower price to consumers, while the store made more margin.

Nowadays Private Label's job is morphing to give shoppers exclusive taste and eating experiences that they cannot get elsewhere. As such, in many cases house brands are ahead of national brand suppliers in unique new product development. Our report on the recent Private Label Manufacturer's Association Show in Amsterdam reflects how exhibitors were on trend in growing categories such as vegan, vegetarian and healthy eating in general and the growing Western trend to Oriental tastes.

Building volumes and margin is tough in our current economic climate. There is also constant change in consumer tastes and preferences. To grow sales in the hot beverage market, it is important to identify categories or sub-categories

that are growing within it and those standing still, or declining. Growth in some hot beverages runs close to 20% a year, so there's opportunity to expand space for them and work harder on promoting them in-store to build both sales and profits.

Refrigeration has become a hot and complex topic. It's the biggest consumer of Capex and keeps driving up what is now the number two expense item for many stores – the electricity account.

There are pro's and con's for the different types of refrigeration plant, refrigerants and cabinets. While there are general trends in refrigeration, each store is different. How close are you to trained technicians? How important is a green sustainability image to your store's customers. What's your store's electricity tariff structure? What's more important to you – lower capex cost or lower electricity bills and maintenance charges? The answers to these questions should influence your decisions. We outline the relative costs and benefits of the different refrigeration systems and a framework to help you work through them.

Hypermarkets, when they were first launched, were a hands-down winning format. They have lost much of their shine in many retail markets as the selling price differential between them and supermarkets, and even convenience formats, declined. Consumer purchasing patterns have also changed – there is less stock-up bulk shopping for

the month and more frequent fresh food shopping during the week, which favours more conveniently located stores. Shopping for general merchandise also has been moving to high volume specialist stores that have bigger ranges, better prices and more skilled sales staff. This led French retail giant, Auchan, to do something radically different with their Turin, Italy, hypermarket's store format. They split the store completely in two, including two separate checkout banks, to optimise both the food and the general merchandise shopping experiences. Will it work? Take a look at our Storewatch feature on this store. You be the judge.

How many stores can a chain place in a locality before they cannibalise their own sales and profits? We report on Dis-Chem's decision-making process and approach to this contentious subject and how they calculate the tipping point where increased market share leads to less profit.

There was a time when a good entrepreneurial spirit and a keen focus on what you had to get done was what was needed to get ahead in retail. Those days are over. Even the smallest of organisations have become so complex that one needs a good knowledge of many things to keep up with the pack – let alone to get ahead! Skilled people are just better at what they do. Training is no longer a luxury, says our guru on the subject, Aki Kalliatakis. It's the lifeblood of great customer service. Take a look at his column and get started.

**Stephen Maister**

*Stephen Maister*



# The passport to your future

## Education



Aki Kalliatakis

**Delight your customers**

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In this series of Supermarket & Retailer's articles, we share stories of what some organisations and managers have done to motivate and inspire their teams. We give you practical ideas of what you can do to create the most amazing, customer-driven company in the world.

**Y**ou've no doubt heard this silly little joke. It's about a young man who walks up to a stranger and asks, "Sir, how can I get to Ellis Park Stadium?" The man looks at him intensely and says, "**Practice! Practice! Practice!**"

In this series of articles on the *10Es of Managing and Motivating People*, we have covered enlisting the right people, engaging with them, and explaining and clarifying expectations for them. In this month's column, we look at education



and training. At some stage in your career you may have made the decision to do what you do because you didn't want to get caught up in academic life, studying seemingly-forever just to get "a piece of paper, or some letters after my name." And in the past, this may have worked: a good entrepreneurial spirit and a keen focus were what you needed to get ahead. As Aristotle put it: "The roots of education are bitter, but the fruit is sweet."

But those days are over. Even the smallest organisations have become so complex today that you need to have a good knowledge of lots of things just to stay with the pack – never mind get ahead.

You've no doubt heard that successful people read a lot – Bill Gates aims for 50 books a year, and Elon Musk states that even as a kid at Pretoria Boys High School he used to read **two books a day**. One of South Africa's most successful retailers has a policy that every employee must get a *minimum of four hours of training every month*. (I know some businesses that don't train their staff for four hours a year!)

But let's go back one step first. **Why would you spend the energy training people on your team?** After all, won't they just leave for better pay if you invest in them? Even worse, maybe their expectations will increase and they will want more money. Or perhaps you believe that they already know everything about treating customers well. Maybe you think that they are just not smart enough to be properly trained. Or perhaps you imagine that your customers come in because of your great prices, or your beautiful displays. None of these is true! Training is the life blood of great service – it's not a luxury.

At the risk of stating the obvious, *skilled people are just better at what they do* – no matter what measure you want to use. Do you want people to be more productive, to produce better quality, to help you keep your costs down, to be great team-players, to give your customers great service, to have more confidence, or to be the very best



they can be? Continuous and focused training is the only way to do this. Ongoing education helps people to become even better at service (which doesn't always come naturally to all people) and it prevents backsliding into bad habits. It also helps you to establish your role as their 'protector'. For example, at Starbucks, managers are often heard saying things like, "Your apron is your shield."

But where do you start? First, the good news is that *90% of good education is about encouragement*. It's about knowledge sharing rather than knowledge management. But the better news is that you don't necessarily have to read books or attend numerous live seminars. There are so many superb resources on the internet (including educational videos, motivational talks, personal coaches, and much more) that you can be pretty selective and get access to the very best education that nobody in human history has ever had access to. As a minimum, you should do lots of training on your products and processes. There is nothing that kills customer confidence (and staff confidence for that matter) than not knowing what you are talking about.

Whatever training you do embark on, make sure that you follow up to make sure that learning has happened. The same message needs to be repeated over and over again before it becomes second nature for people.

But you are not limited to formal training. This is especially true when you are trying to build skills in traits like empathy, self-control, communication, complaint management, resilience, and so on.

For example...

- Assign small projects and assignments which require learning new tasks, working under time pressure, and dealing with new groups of people. Such assignments may include things like, getting your team to make recommendations for solving a pressing business problem, planning a promotional event, ordering and installing a new piece of equipment, or going off-site to deal with a disgruntled customer.
- You can also arrange for your team to do some research: send them out to businesses that are very customer- focused, and ask them to come back and tell the rest of the team what they learned, and to make some suggestions for improvement.
- Getting people involved in brainstorming sessions or generating new innovations is not only lots of fun, but can also produce some magnificent ideas. Use the power of your businesses 'community'.
- Giving people individual feedback, and sharing important information with your team helps them to understand what you want – and don't want – from them. Variation of this also includes things like mystery shoppers and recording calls. I know people really hate role plays, but if you ask people what could have been said or done differently, you are getting them to think about their role in customers' experiences.
- If you feel brave, ask your team to produce a newspaper, make up a motivational poster, write a song, or produce a video or a short theatre play which leads to deeper learning.

- Get creative and have some fun: For example, if you want to show your team how small things really irritate, then get them to put a small stone or marble in their shoe for a day. It shows how one tiny little thing disrupts everything, and creates a 'lopsided' body. But if you just stopped to take out the stone, then everything would be fixed. There are countless super-quick activities like this that help people get insights into what it's like for your customers.

- To take the subject of 'fun' further, don't forget the power of quizzes and contests, game shows, 'Customer Service Olympics', and so on. People always respond well to these, and laughter opens up the brain to new ways of thinking. It also helps people to laugh at themselves and to lighten up the general atmosphere of your store.

As you apply your time to educating your team, there is also one final important action: take a look in the mirror, and ask yourself about what kind of an example you set. A careless comment can lead to a good excuse for people on your team to not perform beautifully, but when they see you being a great role model, they will aspire to the same.

Your business and its future are in the hands of the people you hire and train. Training isn't a luxury anymore – it is the life blood of great customer service. As quality guru W Edwards Deming put it...

“ Learning is not compulsory.  
Neither is survival. ”



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# Growing sales in the hot beverage category

According to Nielsen, a leading global provider of information and insights, the beverage super-category is driving growth ahead of other categories within the total FMCG market.

**W**hen it comes to hot beverages, the growth is being driven by coffee with premiumisation being seen as an emerging trend within it. In the instant coffee segment, consumers are trading up into Pure Coffee and Mixes (Cappuccino's, etc.) while Mixtures (coffee mixed with chicory) is losing importance. This trend is being driven as a result of the reduction in the price gap between Pure Coffee and Mixes on the one hand and Mixtures on the other, and specifically when the more premium brands are on promotion.

**Portioned coffee** (Pods which fit into systems) is also seeing strong growth driven by increased competition in this market from Private label and new brands being launched.

**Tea** is also seeing growth, but to a lesser extent compared to coffee. The total Milk Modifier market is also showing some growth, mainly due to growth in value and volume in Hot Chocolate and value growth in the Malt category.





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Within the **Soup** market, Instant has lost both value and volume growth, while Low Priced packet soup has seen significant growth in both value and volume.

According to Kyle Carson, National Brand's beverage marketing manager, there are a number of trends driving different consumer segments to increase purchases in the different Hot Beverage sub categories.

Taste, he notes, remains a defining factor when consumers purchase food or beverage products. This, coupled with convenience and health, are the primary drivers of the growth seen in the market.

The growth of the speciality sticks and capsules segments within coffee speaks to the growing importance of the convenience and on-the-go trends.

The ongoing growth of tea, and specifically herbal, is representative of health, wellness and naturalness / authenticity coming to the fore for more consumers.

Consumer tastes in hot beverages are trending towards traditionally premium products as a result of increasing discounting and increasing local awareness of and exposure to international trends.

When it comes to capitalising on these trends through merchandising and promotion, Carson has some suggestions...

## Coffee

The Speciality Sticks (cappuccino stick) segment ought to be treated more like snacking – consumers are interested in trying new variants, as a way of bringing flavour and excitement to a category that usually brings them more of the same. Pushing speciality sticks, along with capsules, offers an opportunity

## Coffee 2018

	Sales value	Sales volume	Growth value	Growth volume	
Total coffee	5 078 736 543.00	27 765 473.00	6%	5%	
Total pure	2 063 244 926.00	5 776 284.00	8%	8%	
Total mixed	2 256 618 609.00	18 696 635.00	1%	2%	
Total speciality	758 873 011.00	3 292 530.00	17%	19%	
Total brewed	537 891 943.00	2 119 908.00	10%	7%	Sub category
Total instant	1 982 602 510.00	16 552 005.00	1%	2%	Sub category

## Tea 2018

	Sales value	Sales volume	Growth value	Growth volume	
Total tea	3 280 586 925.00	19 522 877.00	3%	-4%	
Black	1 928 731 338.00	14 394 713.00	3%	-3%	
Flavoured	137 121 136.00	252 024.00	-2%	-6%	
Green	67 054 211.00	172,730.00	2%	4%	
Herbal	53 228 125.00	80 488.00	21%	25%	
Rooibos	1 094 452 136.00	4 622 868.00	4%	-6%	
Bags	2 885 812 354.00	17 415 061.00	4%	-4%	Sub category
Loose	359 224 548.00	2 058 842.00	1%	-6%	Sub category
Sachet	29 494 229.00	40 163.00	12%	9%	Sub category
Pod	6 055 825.00	8 732.00	-6%	-17%	Sub category

to bring more value into this otherwise heavily discounted category by increasing the cost per serving (roughly R5 per serving for a cappuccino stick vs. approximately R3 for pure instant coffee and R1 for mixed instant coffee)

### Note:

● Sub-Categories don't add up to the total. They are a different way of looking at the category.



- Increase shelf space on categories such as Speciality Sticks, including the single stick packs to aid trial and penetration
- List new SKU's that drive interest in the speciality sticks segment
- Increase broadsheet support to lower entry price, and thus allow new consumers to trial the category and current users to trial new variants
- Harness the trend towards Pure Coffee – both beans and ground – especially in higher income areas. This segment also assists value growth with a higher cost per serving and renewed interest driven by the burgeoning South African 'café culture'.

There's nothing significant happening within the **Creamer** category. But, because of the dominance of the 800g/750g format, it presents an opportunity for retailers to list larger SKU's, marketed as 'value packs' to shoppers. These offer a Rand/kg saving to the consumers.

## Tea

Despite the large relative size of both black and rooibos tea, Speciality Teas (flavoured, green and herbal) remain an opportunity to capitalise on. This segment sees minimal broadsheet support and is sold at a premium to black and rooibos teas, thus presenting an opportunity to increase revenues and bring value back into the frequently promoted tea category.

- a major issue and opportunity is that retail assortments often don't mirror current consumer behaviour, with the Speciality segment over-traded with hundreds of SKU's. This presents the shopper with too many options, and no way to easily navigate these shelves

- Very often the shelves are stocked with Speciality tea SKU's that move slowly, due to their super-premium price positioning. Introducing more affordable speciality tea offerings and making them more visible in the mix on-shelf, can increase their contribution to sales

- There is an opportunity to drive penetration and trial of this segment by increasing promotional/broadsheet support and reducing the assortment on-shelf while refining the layout to assist in navigation.

## Milk modifiers 2018

	Sales value	Sales volume	Growth value	Growth volume
Total milk modifiers	678 270 029.00	5 318 078.00	5%	3%
Cocoa	141 090 771.00	515 909.00	1%	-2%
Hot chocolate	232 382 922.00	1 942 240.00	8%	6%
Malt	234 311 781.00	2 081 495.00	6%	2%
Cold drinks	70 484 540.00	778 422.00	1%	-1%

## Soup 2018

	Sales value	Sales volume	Growth value	Growth volume
Regular foil packet	1 227 973 802.00	263 725 479.00	2%	2%
Low priced	452 073 716.00	10 569 897.00	20%	18%
Regular	1 265 990 817.00	271 527 848.00	3%	2%
Instant	199 225 368.00	44 595 054.00	-6%	-8%

### Notes:

- Sub-Categories don't add up to the total. They are a different way of looking at the category.
- Soups does not have a 'Total soup' segment. **SR**

# Refrigeration – getting the most bang for your bucks

As can be seen from the chart below, Simplex refrigeration with one compressor per cabinet / evaporator is the most energy inefficient refrigeration plant available. The strongest case for it today is where one is far away from higher skilled refrigeration technicians.

MiniPlex plant is designed to bring efficiencies to small stores with up to five evaporators or 30Kw of refrigeration. A typical application would be in garage forecourt stores.

While it is hard to pin-point, in general terms, CO<sub>2</sub> appears to have superior power efficiency when compared to equivalent output high tech HFC MultiPlex plants.

In terms of CO<sub>2</sub> power efficiency compared to HFC's we have been quoted everything from 'the same as' to 15 – 25% more efficient as well as 30 – 60% more efficient. These are huge differentials that need to be investigated. CO<sub>2</sub> also has the advantages of bragging rights for the environment, an increasingly relative lower cost for CO<sub>2</sub> gas compared to HFC's. CO<sub>2</sub> plants also occupy about a quarter of the plant room space that equivalent output MultiPlex plants occupy.

A newer arrival on the market are self-contained cabinets fitted with variable speed compressors and a water loop to take the heat they generate out of the



store. This is claimed the most power efficient refrigeration system. There are a number of other associated benefits. It offers the most stable cabinet temperatures with users claiming up to four days more shelf life in fresh meat as a result. With less than 1.8m of copper tubing and 3 kg of gas per cabinet there is little chance of a gas leak and little gas to lose if there is one .

## Refrigeration plant efficiency

Type of plant	Approx. energy consumption index
Simplex	100
MiniPlex (supports up to 5 evaporators)	85
MultiPlex	75
CO <sub>2</sub>	60
Self-contained water loop + variable speed compressors	60

### How to improve cabinet efficiency

- Fit glass doors on vertical upright cabinets, or install night blinds
- Install LED lights
- Install high performance coils & EC fans
- Install electronic expansion valves

With all the above installed, cabinets are about 50% more energy efficient than without. There is approximately a 20% greater cabinet capital cost involved. When installed in a new store, the lower energy requirement leads to a smaller refrigeration plant size requirement which will cost less.

All in all, retrofitting the above will produce a payback for the extra investment in about two years.



It should be noted that sliding tops, unlike glass doors on upright cabinets, do not contribute much to island cabinet efficiency. The benefit is mostly psychological as the cold air hardly spills out of open island cabinets.

**Insulation** is a key factor in cold and freezer room efficiency. The introduction of polyurethane insulation panels has improved thermal efficiency, compared to polystyrene panels as they absorb water which reduces their efficiency.

There is also a trend to thicker panels for better insulation. This has become more important with load shedding and grid failures. Refrigerated rooms must hold their temperature as long as possible in the event of a power failure.

### Refrigeration efficiency & your electricity bill

The general rule is to install the most energy-efficient refrigeration plant and cabinets you can afford. An often ignored benefit of this is that you can reduce the size and with it the cost of the standby generator you install. Another benefit is the reduction in cost of generating that electricity which can cost 10 times more than Eskom charges.

However what you'll pay to power your refrigeration is also very much tied to your electricity provider's tariff structure and charges.

As noted in a previous *Energy Savvy* article, the two main components of one's electricity bill is a maximum demand charge and a time of use charge. The structure and charges vary widely from municipality to municipality, while Eskom charges are standardised nation-wide. The maximum demand charge can account for as much as 50% of the total bill, while the highest time of use charge can be as much as eight times higher than the lowest.

## Celebrating 40 years of Quality and Energy Efficiency



**2019** marks the 40th anniversary of **Staycold International**, a market leading company founded in 1979 by Koos Badenhorst and Johan Roets who identified the requirement in the farming community for effective and efficient cold storage during periods of limited electricity supply.

The Staycold brand came into existence when the Safari, Panorama and City ranges were developed to operate on 1 hours' worth of generator power per day and keep items refrigerated for up to 48 hours.

The company evolved from a small-scale manufacturer to what is today, a customer centric company with an international presence and well known amongst the leading brands for exactly its founding purpose – cold storage solutions built on the principles of quality, durability, performance, efficiency and reliability. Such solutions being available in a range of upright hinged and sliding door coolers and freezers.

During 2011, Staycold became part of the Universal Industries Corporation, an industrial holding company for South Africa's leading suppliers of commercial refrigeration equipment, bakery equipment and catering equipment.



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**Raising Standards Reducing Costs**

\*figure based on energy consumption of a HD1140-LF compared to a competitor unit that consumes 11kWh/24hr





With refrigeration as the single biggest user of electricity in the store, it makes sense that the specs for the refrigeration and the settings used takes your local electricity charge structure into account.

On the maximum demand side, it is important that the refrigeration plant is set up for soft and staggered start-ups of equipment, and staggered defrost cycles that avoid heavy spikes in maximum demand and peak time of use charges

which usually run 6am – 9am in the morning to 6pm – 9pm in the evening. Without this, collective starts of electric equipment such as motors, ovens and heaters will cause a huge surge in the amount of electric current used and spike in the maximum demand reading. It is the highest demand reading in any one thirty minute period during the month that sets the maximum demand charge for every thirty minute period in the month.

One of the biggest culprits, sending store electricity bills into the stratosphere, is the maximum demand charge spiking on restarting store equipment after load shedding and other power failures. If your refrigeration plant is not set up to avoid spikes in demand when power is restored, expect a hefty electricity bill.

**Relative costs – Most to least expensive (1–5)**

Capital cost	Running cost electricity	Maintenance cost – gas, servicing & repairs
(1) CO <sub>2</sub>	(1) SimPlex	(1) SimPlex
(2) Water Loop MultiPlex MiniPlex	(2) MiniPlex	(2) MultiPlex
	(3) MultiPlex	(3) CO <sub>2</sub>
	(4) CO <sub>2</sub>	(4) MiniPlex
(3) SimPlex	Water Loop	(5) Water Loop

**Note:** CO<sub>2</sub> was not recommended between the tropics of Cancer and Capricorn because of the high ambient temperatures – however improved CO<sub>2</sub> technology has largely eliminated this problem.

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## Monitoring the cold chain – the big risk today is at store level



**T**he cold chain tends to be properly remote monitored at large farms, food processor plants and in the DC's.

That's because they hold a lot of stock and the financial managers there know just how big the loss can be if they don't detect and act on refrigeration failures early.

As the amount of stock held in any one facility or truck goes down along the cold chain, the use of remote monitoring declines as the stock held diminishes.

It's at store level that the use of remote monitoring hits rock bottom. While there is relatively less volume and value to lose at the store end of the cold chain, the risk in terms of food safety and loss of reputation to the retail brand grows.

Franchise holders may have clauses in their supply agreements with their franchisees that pass the risks of product loss from cold room and cabinet breakdowns and any loss arising out subsequent food poisoning to the store owner. However the risk to the retail brand above the store entrance's reputation cannot be avoided.

In the past, newspapers seldom carried news of isolated food poisoning incidents occurring in a single store. Social media has just changed that. Today, the chances of reputation damage are now far higher. As are the chances that the consequences are far more serious.

Like superbugs in hospitals, pathogens, in general, have become much more resistant to germicides and fungicides. What might have resulted in a mild tummy disorder 20 to 30 years ago could now result in death or permanent damage.

The risks have also increased on the legal front. Prior to the Consumer Protection Act, a complainant had to prove negligence.



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in ventilation, control and drive technology

Now, in the absence of data to the contrary, such as a log of cabinet temperatures, you're deemed to be guilty.

Another reason why store's are at greater risk from food poisoning incidents, is the rise of contingency law practices who'll take on food poisoning cases from the public at no fee. They know that most retailers are insured and see opportunities for big settlements.

## Big risks for retailers

### In the cold chain

- leaving cold chain goods on the receiving floor
- Cold stores not on temperature
- Cabinets not on temperature

### Food Prep

- Product kept too long at the wrong temperature

“ If you can eat a pie out of the pie warmer without burning your mouth it is not safe. ”

The pathogen load increases sharply above 8 deg C. If product was frozen and started thawing and you refreeze it, the pathogen load is just suspended – it does not go away.

If a cold room goes down and you cannot move stock or get it up and running in time to save it, you have to do a full scale de-contamination which costs time and money.

In short, the risks of poisoning ones customers and being successfully prosecuted for it are

considerably higher today than in the past. There is a lot more that has to be done today to prevent food contamination.

Firstly, for all parties in the cold chain, it is important to look on it as a continuum as opposed to a series of islands. What happens upstream in the cold chain will be compounded by what happens downstream

Second, knowledge is dangerous. For example if you monitor temperatures of your cold rooms and cabinets and do nothing about a failure promptly, it can come back to bite you in a court of law.

One has to act.



Most times when we cook food above certain temperatures for a certain length of time we will kill the pathogens. Be aware, most bacteria can live at 120 deg C. Ground beef at 71 deg C, Chicken at 74 deg C and Salmonella dies at 80 deg C when cooked for 10 minutes.

One of the first things one should do is to put in a system of online temperature loggers into one's cold rooms and cabinets that'll send you messages to your phone and to other responsible persons that a unit has gone down. This will give you more time to respond and safely save stock and remove the danger of allowing the food you sell to be contaminated. **SR**

## Bale recyclables with the new Bramidan B4 baler



# AKURA

Akura Engineering has replaced their Bramidan B3 baler with the new B4 model.

This easy-to-fit small footprint baler is now easier, faster and quieter to use than its predecessor and it is even safer. All it requires is a space of 975mm wide X 715mm deep and 1 985mm high and a 10 Amp 230 Volt electric socket.

With a 4-ton press force, deep stroke and efficient retainers, it achieves a high compaction ratio for the optimum reduction of storage space. All steps of the operation are simple and safe and the very low noise improves the work environment. Also, reducing empty boxes reduces pilferage. A full light indicator flashes when a bale is ready and prevents overloading. The compacted bale is ejected with a safe and automatic two handed operation.

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## Imperial Logistics offers new bonded storage solution in Kenya

Imperial Logistics has acquired International Healthcare Distributors in Kenya and thereby gained access to bond licences for the bonded storage of pharmaceuticals, chemical products and electronics. This extension of the JSE-listed supply chain and logistics leader's route-to-market capabilities in East Africa will speed up the delivery of medicines to patients and reduce multinational clients' duties and tariffs, says Imperial Logistics' African Regions CEO, Johan Truter.

"These bond licences allow us to create a distribution hub in Kenya for products destined for Uganda, Tanzania, Ethiopia, Rwanda and beyond, with fewer links in the supply chain. Multinationals will be able to export products into the east and central African markets through Kenya more efficiently, with less risk, less complexity and at a lower total landed cost. Optimal stock levels and less stock outs will also be enabled," he expands.

The bond licences, issued by the Kenya Regulatory Authorities, enable Imperial Logistics to offer bonded warehousing for 1 200 pallet spaces of ambient pharmaceutical products as well as 84 pallet spaces of cold chain pharmaceuticals. On the electronics side, Imperial Logistics can offer 450 pallet spaces of bonded storage, while 650 pallet spaces of bonded warehousing for chemical products will be available in an independent facility, Truter reveals.



Truter outlines the function and benefits of bonded storage: "Also known as a customs and excise warehouse, this facility enables companies to import and store products from a different country of origin without declaring or clearing them through customs if these products are later to be exported to another destination.

"The products will be stored in a state-of-the-art, good manufacturing practice and good distribution practice compliant warehouse in Nairobi, Kenya. The clearing, freight-forwarding, warehousing and distribution is managed using world-class systems that provide visibility of our clients' products throughout the process. These systems include SAP Enterprise Resource Planning and SAP Extended Warehouse Management, as well as the Soloplan transportation management system."

Truter notes that Kenya, with its central location and developed infrastructure, is the ideal gateway to many countries on the continent. "The largest port in East Africa, Mombasa, is strategically located and provides a direct link to approximately 80 ports worldwide and a railway line to Uganda and Tanzania. High levies, delays and other logistics challenges have, however, resulted in multinationals placing their distribution hubs in Dubai, Europe, or South Africa, with limited focus on Kenya."

He says that this new offering is in line with Imperial Logistics' strategy to customise and expand its route-to-market capabilities to meet clients' specific needs and give them a competitive edge. Truter concludes...

**"This in turn drives real economic growth and quality of life through the efficient and cost-effective movement of goods. This is exactly what our new Kenya bond store offering will achieve."**

**Imperial**<sup>™</sup>  
**logistics**

**Esha Mansingh**

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# Private label products – the latest trends

**P**rivate and confined labels are growing worldwide, and South Africa is no exception. Private labels are the brands that carry the specific chain's name and are also known as own brand products. Confined labels are defined as specific branded products, developed exclusively for a specific chain, and such brand is not available at other stores – examples are Farmgirl canned vegetables at Pick n Pay or Payless at Clicks or Biogen at Dischem.

At a recent trade fair held in Amsterdam, Holland, thousands of visitors from around the world visited 2 700 exhibitors from 70 countries, located in 15 halls to keep up with the latest developments in private label sourcing, packaging and product development.

A number of trends emerged.

## Organic/vegan/plant-based foods

Some examples that were evident included:

- From Holland, vegan and organic powders which, mixed with water, produced items such as a veggie burger, loaded with proteins, fibre and minerals. The powder form ensured that the product has a long shelf life.

- The trend to more oriental food tastes included a saffron spread from France that came from a spray cannister to season items such as fish, salads or rice
- Organic buckwheat from Lithuania made scrumptious granola, health bars and breakfast shakes.

## Friends of the environment

Many new product lines were very conscious of not hurting the environment. Thus...

- From Denmark, one could find non-food items made from biodegradable products such as wheat in finished products ranging from straws to pot scourers
- From Turkey and India, products were on display such as wipes that are biodegradable and totally flushable
- From Denmark, a range of food storage containers came with an app that memorised expiry dates and advised the user by SMS when the contents were close to the 'eat by' date.



**PRIVATE LABEL**

## Idea Supermarket

This was a special area of the exhibition that allowed the visitor to slow down in a comfortable environment and browse to analyse a whole range of new concepts, such as...

- From Korea, private labels and sub-brands of Korean foods
- From the UAE, one supermarket chain, Lulu, displayed hundreds of its own labels
- From the US, a supermarket that only stocks own label products (Brandless) showcased its range (this chain donates a meal to underprivileged people every time its website records a hit)



PRIVATE LABEL



- Pet food ranges from have been 'humanised' by showing various types of dog food with a picture of a dog but dressed in human clothing to indicate that these animals are part of one's family
- Other products that were displayed in the Idea Supermarket included cleaning products, health and beauty ranges and ready-to-drink cocktails, as well as meal kits in boxes.

### Catering for millennials

This very important demographic was not forgotten either and products on display ranged from...

- Frozen organic herbs, such as garlic, parsley and basil, conveniently frozen into cubes that were designed to be added to a meal for flavouring
- From Italy, balsamic vinegar made from seaweed was sold as a solid ball which could be grated to be added to a salad
- And a smart gum range was available for young people. The range included items such as bright smile gum, energy boost, active mind and immune system booster.

Make sure you plan to visit the next PLMA show in May 2020. **SR**

## An innovative range of seasonings for the health-conscious consumer



**T**astebud seasonings by Cape Herb & Spice are inspired by the global healthy eating movement, offering a solution to clean eating, in addition to being verified gluten free. They are available in seven popular flavours – Spicy,

Umani, Caramel, Herbed, Seeded, Savoury and Zesty – the range introduces exciting new ingredients that deliver honest-to-goodness flavour. These include coconut flour, coconut sugar and natural yeast extract expertly blended with a variety of herbs and spices.

The range is targeted at LSM's 6–10, including both males and females, aged 20+ (particularly millennials), who are ingredient conscious. The tube packaging with adjustable shaker top is fully recyclable with an easy to remove label to aid the process. Pack sizes range from 85g – 100g and are shipped in 6's. They will be primarily promoted through a social media campaign, in magazines and in-store point-of-sale with the expected retail price being R39.95.

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Some supermarkets in Asia are now using banana leaves for packaging instead of plastic

# Save time, clear space and reduce waste handling costs

## There's good money to be made recycling cardboard and plastic packaging waste.

At the same time, the all new Bramidan B4 baler allows you to handle that waste more efficiently. Easy for your staff to use, it enables you to reduce waste packaging storage space and backdoor shrinkage. Altogether a cleaner, neater, more secure and more hygienic solution.

This small footprint baler is now easier, faster and quieter to use than its predecessor and it is even safer. With only 3 buttons and an emergency button used to operate it, it's easy to introduce store staff to its use.

All it requires to set up is a space of 975mm wide X 715mm deep and 1 985mm high and a 10 Amp 230 Volt electric socket.

With a 4-ton press force, deep stroke and efficient retainers, it achieves a high compaction ratio for the optimum reduction of storage space. All steps of the operation are simple and safe and its very low noise improves the work environment.

A full light indicator flashes when a bale is ready and prevents overloading. The compacted bale is ejected with a safe and automatic two handed operation.

## Akura and the Bramidan range of balers

There are 8 sizes in the range, which caters for anything from a superette up to a distribution centre. They are sold and serviced in Southern Africa by Akura Engineering. Established in 1970, Akura designs and builds a diverse range of specialised machinery. It sells and services customers throughout Southern Africa from their Paarl factory and branches in Johannesburg, Durban and Port Elizabeth.

Akura is one of the largest manufacturers of waste handling equipment in Southern Africa with its well-known and trusted Akupak machines. In Bramidan, it recognised the ideal combination of quality, safety and ease-of-use for a store operated baling system.

Akura's expertise will match the right size Bramidan baler for your store's needs. Save space, improve store neatness and hygiene, reduce pilferage and get a new source of income today. Call our experts to give you the right advice.

## with the new Bramidan B4 baler

Bramidan balers are manufactured in Denmark to European safety standards.



### Source of income

Not only does baling help optimise the daily operation of the store, it lets one move the waste outside and keep goods receiving tidy.

Baling also reduces costs for the waste collector, as they no longer have to sort and compress the waste themselves. Instead of paying for waste collection, one can sell it and turn it into a source of income for the store.

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# New Builders Warehouse Lifts the Bar

By Hippo Zourides

**B**uilders Warehouse (BW) is a leading South African chain of stores supplying the building and household needs of both DIY enthusiasts, as well as small to medium-sized building contractors.

As part of the Massmart group (part of Walmart), BW has over 160 stores in Africa with the greatest concentration in South Africa. In recent times, management has embarked on a re-invention and re-imagining of the retail trade and the results are now evident.

On 1 May, a new store was opened in Boksburg, a stone's throw from the old store (opened 17 years ago), which is now being closed. The existing staff complement has been supplemented by a new crop of specialists, as BW has now embarked on a journey of amalgamating e-commerce with its bricks and mortar presence.

The store embraces digital technology in many of its features and was also designed to be women-friendly instead of a male dominated environment.

Apart from a revamped corporate image, signage in black, white and yellow has been refreshed with bold lettering, simplified graphics and an easy-to-read font. The new format (8 000m<sup>2</sup> in this case) has a number of novel ideas that will delight the shopper, whether he/she is a small builder or a household do-it-yourself enthusiast.

BW conducted a number of surveys and listened to its customers. Contractors explained that time is their currency and they requested easier ways to get in and out of the store and a reduced time to finalise their selection and payment process. Retail consumers asked for better adjacencies and more advice. All that has been accommodated!

The entrance and exit are now positioned much closer to each other and this is made possible by the inclusion of only 11 checkouts at the exit. However, a number of other checkout areas are also available at the traders' entrance, at the furniture area and at loading bays, as well as at the exit gate from the back yard. A contractor can enter



Builders' CEO Llewellyn Walters used a circular saw to symbolically cut a wood plank for the store opening

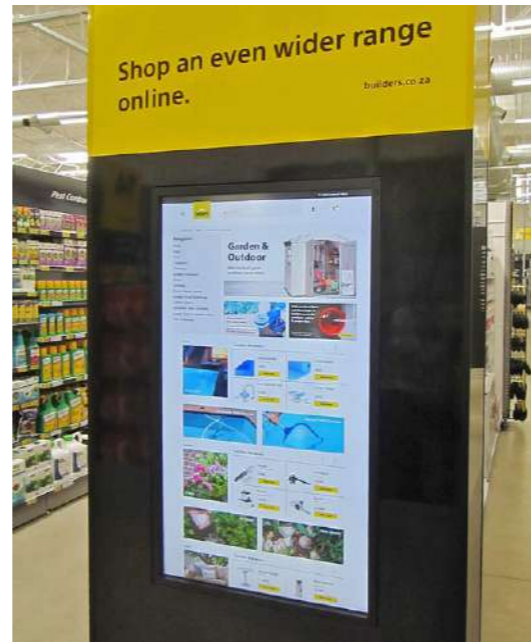


A new addition to the Builders' offering is this large nursery placed right next to the in-store gardening department

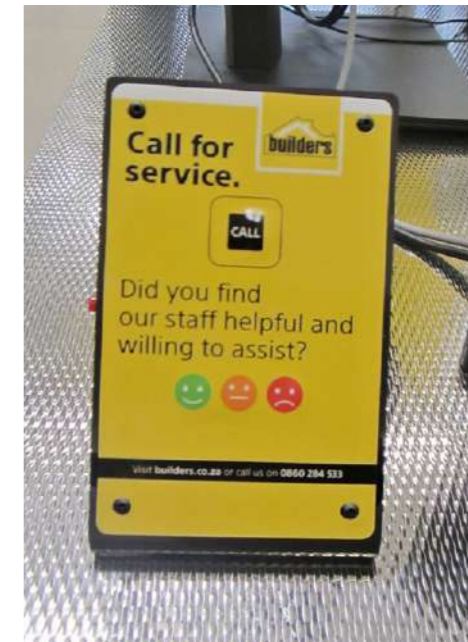
the back yard and follow a one-way traffic pattern to the back of the store. The contractor then may select a range of products, load his vehicle and proceed to the yard exit where a point of sale system has been installed to facilitate his departure.

## Here is a list of innovations that are encountered during the flow through the store:

- Aspects that resulted from its research have been catered for, such as an easy access and exit from the store, dedicated contractor counters, free Wi-Fi, coffee and photocopying, easier yard flow, extra tills for contractors, a new cutting division for such items as glass, wood, shade cloth. Woman-centric features have been added, such as a Vida e Caffé coffee shop and a 'dwell environment' where people can meet their peers and discuss décor and household requirements.
- Near the entrance, the shopper finds the Smart Home display centre. Here one can learn how to connect the whole home electronically from an alarm system, to light switches, the pool timer, the sprinkler system, the appliances and even one's car.
- Self-service and advice merge seamlessly throughout the store. Touch screens are evident everywhere and the shopper can shop alone or ask for advice from trained specialists, or look at YouTube videos on a variety of subject matter, especially DIY.



Touch screens are located throughout the store to assist both staff and customers achieve a better shopping experience



Customers can summon a staff member to a specific area of the store for advice and service



- The touch screens amplify the shopping experience. For example, of the store's 28 000 Sku's, a further 12 000 items are available online and can be ordered specially for the customer, if required. Said CEO, Llewelyn Walters, "We will meet every customer request."

- Loyalty cards are available for both retail customers (Love Your Home) and contractors (BuildPro). A virtual card is also available as a phone app and paperwork has been done away with – electronic invoices and receipts are available on various media (cell phone, tablet or computer). The cards have the customer's personal details and assist in the implementation of returns and warranty queries.

- Personalised marketing is now possible and customer shopping trends are monitored for targeted advertising.

- A new addition to the store is the garden centre, which is located next to the gardening and outdoor section.

- Click & Collect is in place and recent experience in the new Alexandra store indicates that small to medium-sized entrepreneurs use this facility more and more.



Pool water analysis is done in-store and the customers' details are kept for future follow-up



Customers can bring their measurements for window blinds and curtains which are then tailor-made for them in-store



The CEO made this promise in his store opening speech as a way to differentiate Builders from the competition



A choice of flooring samples enable customers to mix and match their requirements

- Credit is offered by the company (CEO claims that half a billion Rands-worth of credit is carried in their books) and customers can apply for such at the Money Centre counters at the store entrance.
- In areas such as flooring, customers are now able to use a variety of samples of carpets, wood laminate and ceramic tiles to emulate what their home environment will look like before buying.
- Customers can bring in a sample of their pool water to be tested on site and get correct advice on how to improve their pool water quality.
- Ikea-like furniture is available in the assemble@home section. Although full instructions are available in the box and on screen, consumers can pay for an installation voucher for the furniture to be assemble in loco at home.
- The paint lab is now a separate area from the paint counters. In the past, the speed of service was not fast enough and now customers are attended to while lab personnel mix the colours.
- The workwear section displays a vast array of products. Pride of place is an exclusive clothing range produced by underprivileged people from the Eastern Cape, an area plagued by high unemployment. Change rooms are available to try on the workwear before purchasing.



When buying paint, customers are attended to at this counter, while previous paint orders are being prepared in the lab behind the glass partition



Apart from the wide range of light fittings on display, customers can also search for more choices online which are then ordered for them



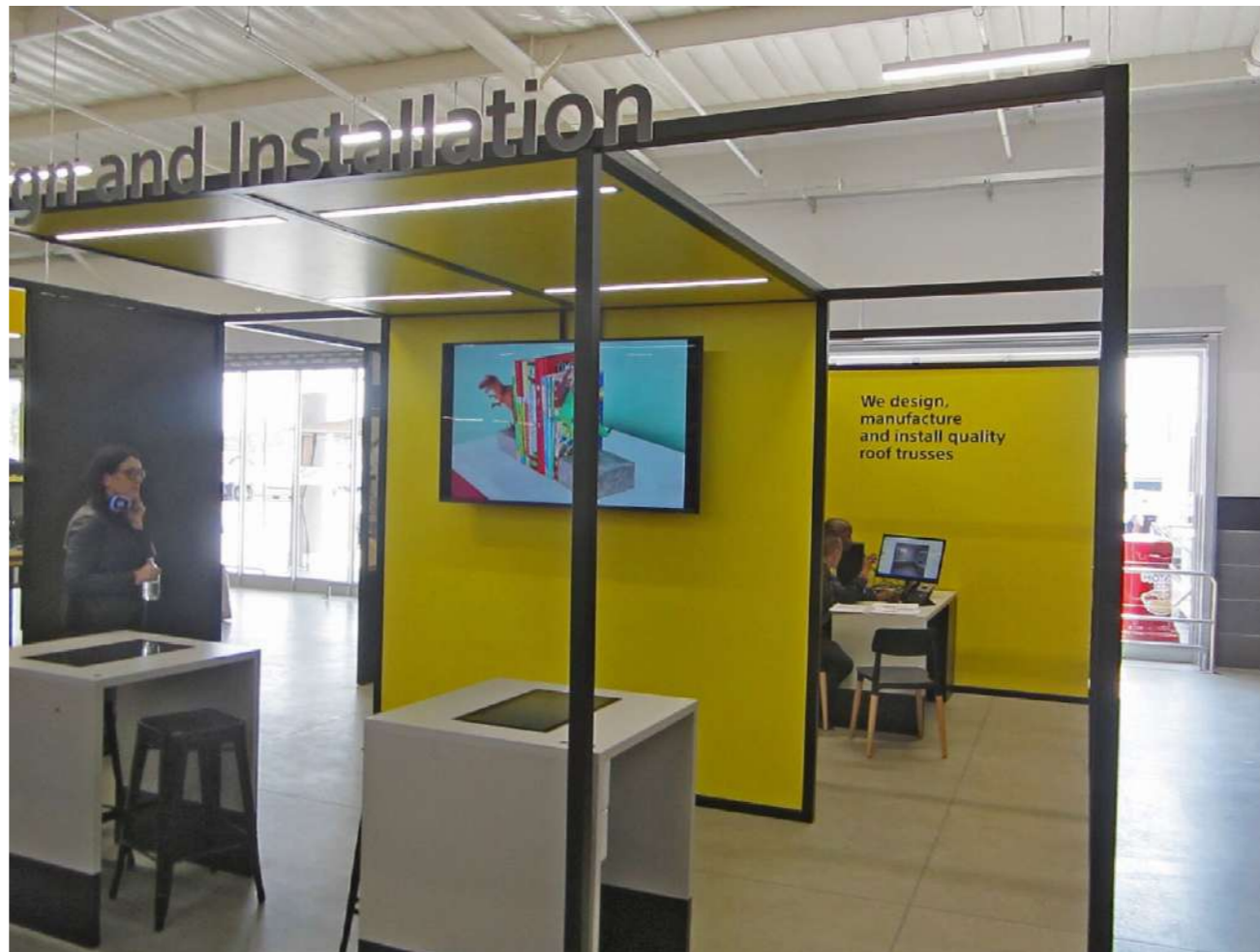
A change room is available for customers to try on workwear before buying



- The bulk area of doors, wood, metal and other large products is located near the back door where vehicles can be parked to load the products
- A database of installers is available in store and, for example, a customer can buy steel palisade for his home, plus an installation voucher for the final product.
- A cut, edge, drill and go section is also available.
- Bespoke parking spots have been allocated to contractors and the store claims that that they can be in and out of the store in less than 10 minutes. “The contractors’ currency is time,” was often quoted by the CEO during his presentation.
- At the traders’ exit point, a large screen indicates in sequential order all the purchases by contractors. At a glance, a contractor can see where he stands in the queue and the estimated time for his order to be ready for loading.
- A partnership with Talisman Hire allows shoppers to hire a variety of equipment, including over the week-end when the main partner stores are closed.
- A novel addition to the store is a 3D printing facility. Here one can have a broken knife handle re-printed in plastic instead of purchasing a new one.



This 3D printing facility prints hard-to-find replacement parts and fittings for customers



In this area, qualified assistants help customers design their home requirement and plan its installation



- Towards the end of the shopping experience, a design and installation centre now takes shoppers' home plans and designs into them what a new kitchen or patio will look like after incorporating various items purchased in-store.

- Sustainability has not been forgotten. Daylight harvesting is utilised throughout the store, which complements the LED lighting. No solar panels are used. Rain harvesting is used to water the nursery plants.

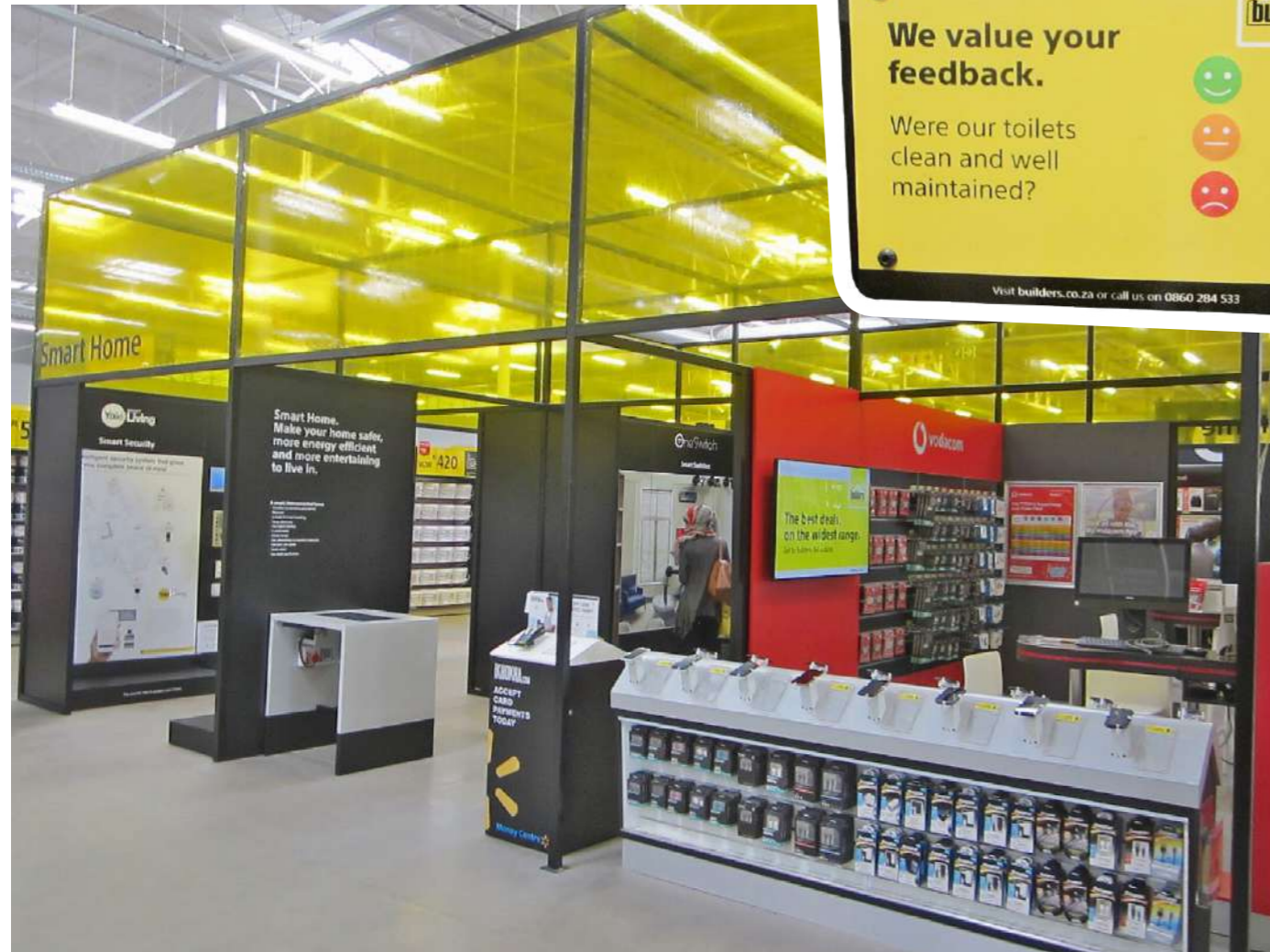
In short, Innovation is evident throughout this novel store. The question for food retailers is...

“ What are your strategies when planning a new store to embrace technology and ensure the customer remains loyal to your store? A few tweaks are not sufficient any more when planning for a new digital future ”

Customer satisfaction is top of mind for this Builders Warehouse – even in the toilet.



The Money Centre near the store entrance is used for loyalty cards and applications for credit, amongst other functions



The Smart Home Centre provides advice and sales to customers wanting to connect and control home appliances through the internet

# The Arocs. A new class in distribution.



From timber collection to furniture delivery, off the beaten track or on tarred roads, the new Arocs will make any transportation task easy. With innovative features, low overall running costs and greater safety, the new Arocs delivers the goods and savings on the bottom line, no matter what. It's clear, when it comes to distribution, the new Arocs is in a class of its own.

A Daimler Brand

Visit [www.mercedes-benz.co.za/trucks](http://www.mercedes-benz.co.za/trucks) for more information.

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# Auchan Torino's novel store layout

## Is this a paradigm shift in hypermarket design?

The conventional hypermarket adjacencies have just been turned on their head – will the new concept work?

Worldwide big box trading space is under pressure as the new savvy, but time-starved, consumer looks for speed and convenience in some instances, while still wanting expert advice on some specialised purchases.

Italy is no exception to the hypermarket development

By Antonello Vilardi.  
Adapted by Hippo Zourides

dilemma. Some chains, such as Auchan and IPER, continue the big box format, while others (CONAD, COOP and Esselunga) have decided to rather scale down and focus their attention on superstore formats.

The recently revamped Auchan hypermarket in Turin keeps the space (9 200m<sup>2</sup>) and the 320 employees its had for the past 30-years, but the space has been remodelled.



With entrances feeding in from the mall's passages, the store has been split in half and the concept of a 'mall within a mall' is being used.

## Layout

With entrances feeding in from the mall's passages, the store has been split in half and the concept of a 'mall within a mall' is being used. Down the centre of the store, the 40 checkouts have been split into two rows facing each other with a wide passage in between which all runs at a 90° angle to the main entrances.

One bank of checkouts services the food area, while the other one services the general merchandise area. This process separates the shopping missions

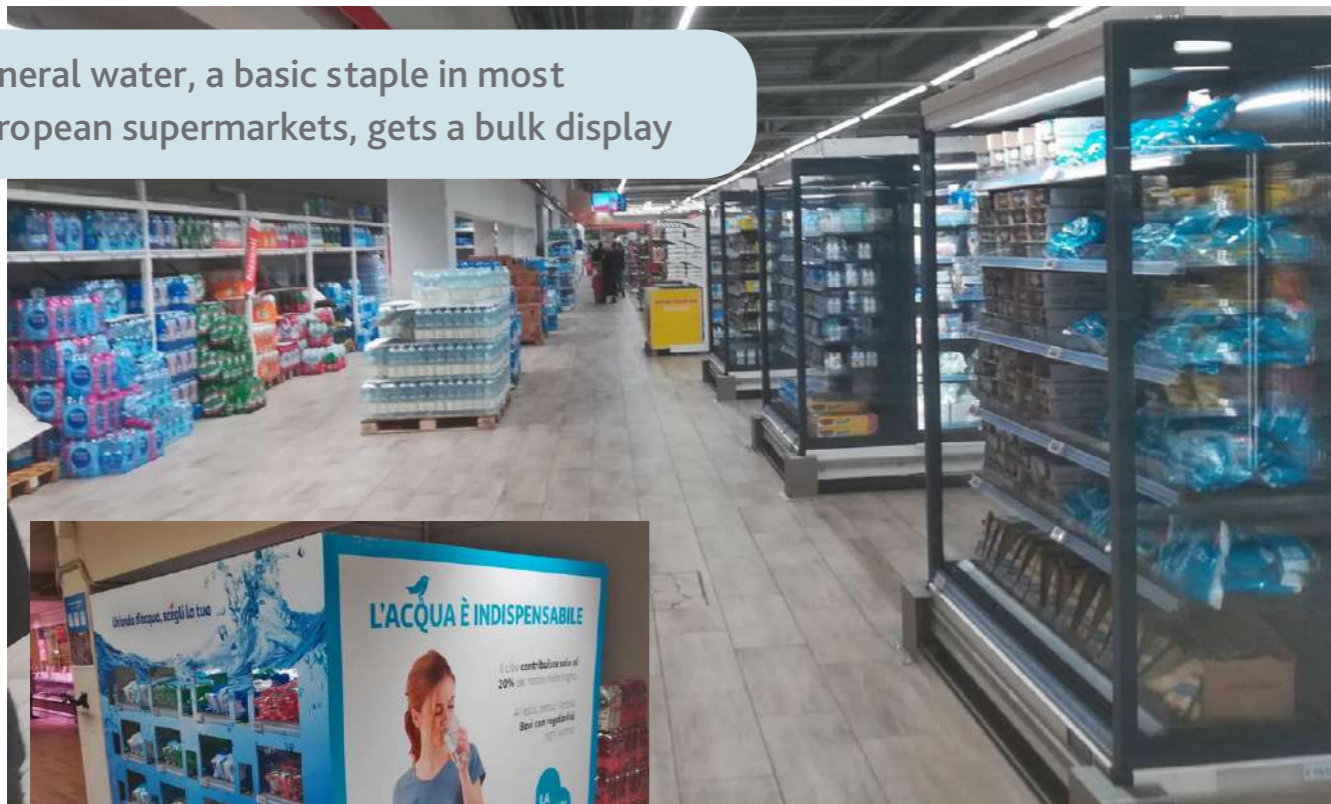
for, say, conveniently buying food products a number of times per week on the one side, while the customer can embark on a separate shopping mission, say, once a week or twice a month, that requires a destination where browsing, slow shopping and the seeking of advice is required before purchasing.

Behind this split of shopping missions is shopping habit research that shows the shopper's mindset changes when shopping for food, versus a shopping mission looking for a TV set, some clothing or a DIY tool.



Lots of space is allocated around the tandem checkouts to allow free movement of shoppers and trolleys before and after checking out

Mineral water, a basic staple in most European supermarkets, gets a bulk display



This display highlights how water is indispensable and it carries a variety of water filter units for home use



The health and beauty shelves are lower with additional lighting to assist the browsing shopper to see the whole area at a glance



### Innovation in-store

The food layout is centred around the 'Piazza del gusti' (Piazza of flavours) where the different service departments surround the dry grocery shelves.

Auchan took a decision to make all service preparation areas visible to shoppers, which allows them to enjoy viewing the food production process. Areas that attract the shopper include the ice cream bar, the pastry section, the bread confectionery area, the coffee shop, the fishmonger, the delicatessen, the butchery, the fresh produce section, and the store even includes a brewery counter, with large vats of beers to be consumed on site or taken home.

The restaurant area has been located above the wine cellar where consumers have a full view of the store while enjoying their meal. Wine purchased off the shelf can be cooled down instantly to accompany their meal.

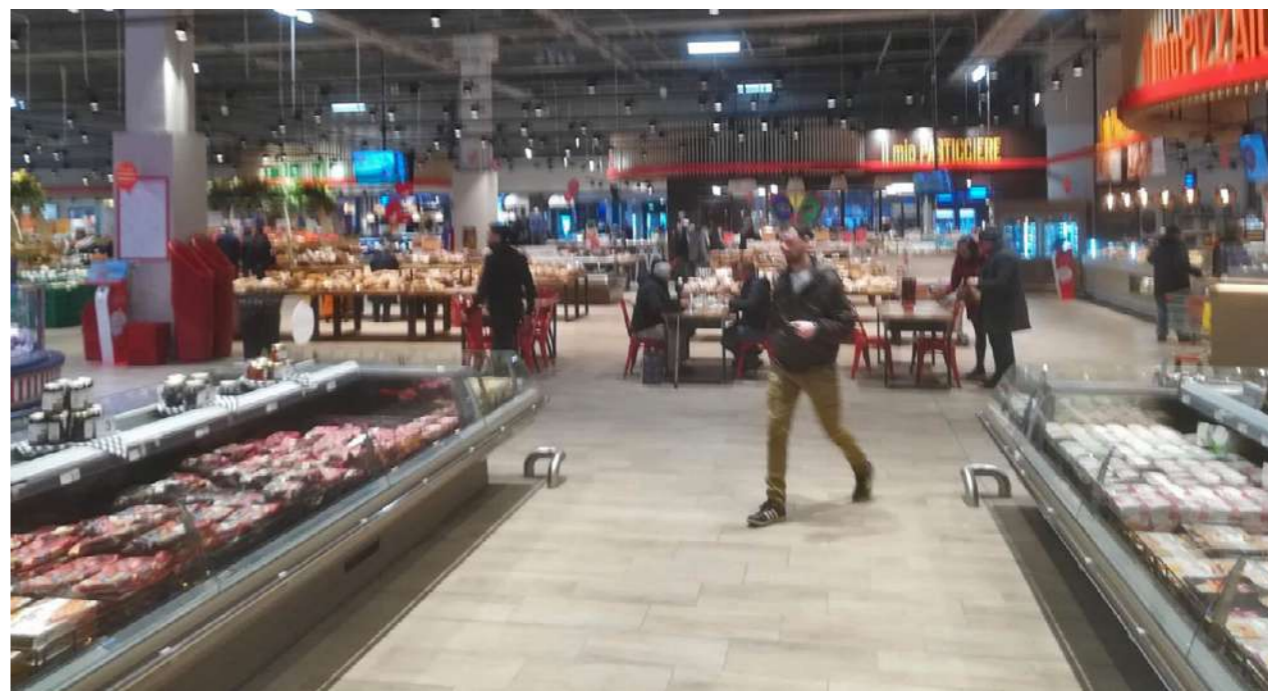
The fresh produce department includes an aeroponic display in which a variety of vegetables grow organically. The range includes lettuce, valerian, rocket, herbs, spices and micro vegetables and customers are reassured that no pesticides have been used.

The pharmacy area is located close to health foods and nutritionists are on hand to advise shoppers on the best food supplementation for their particular lifestyle. Nearby, men can pop in for a quick haircut at the in-store barber shop, while their partner continues shopping.

The pet store has been created as a store within a store. Here pet owners can get the right advice for their pets before buying.

In the general merchandise destination area, the shopping pace slows down. The layout is designed to allow customers to browse, get specialised advice, take their time and where possible try the product before buying. For example, in the gaming area, young and old are encouraged to 'test drive' their favourite electronic game before purchasing.

It will be interesting to witness the longevity of this hypermarket concept. Hypermarket retailing is evolving slowly, and this iteration could be a novelty that becomes the norm. **SR**



The coffee shop is located in the middle of the floor with easy access to all the service departments



The floor space has been designed with many areas dedicated to special displays such as this one. This process stops the boredom of rows of shelving

# How and why Dis-Chem is cannibalising itself

In Sandton, this strategy will help double turnover in just two years



Dis-Chem is even using the great natural resource of time to its advantage, with three stores in a single area closing at different times – 6pm, 7pm and 8pm – in line with the number of customers they are likely to attract at those hours.

*This article was written by Hilton Tarrant and appeared first on Moneyweb on June 18, 2019*

**P**harmacy giant Dis-Chem Group has given some insight into how it deliberately cannibalises its own stores in an area in order to grow the top- and bottom-line from the node overall.

In the year to the end of February 2019 it added 20 new stores, one fewer than the previous year. At that point, its footprint totalled 149, of which 123 were its traditional 'big box' format stores, with 21 newer smaller format outlets (the remainder were TLC and other stores).

As saturation is reached – with outlets in all major urban nodes across the country – and with the shopping mall boom being all but over, growth will increasingly see it add stores in nodes it already serves.

Rival Clicks has followed this strategy for years, adding stores (with pharmacies) in hundreds of convenience and suburban centres to complement its larger flagship 'destination' outlets in super-regional and regional malls. Out of its 680 stores, 496 (or nearly three-quarters) are the convenience format. It has almost certainly cannibalised existing stores in nodes where it adds new stores.

In a presentation accompanying its results, the Dis-Chem Group details how it considers store expansion. For its euphemistically-named 'white space' model, it uses five inputs – catchment area, penetration, site suitability, competition and existing network.



Once this analysis is complete, it then asks three questions:

- Is there an opportunity for additional Dis-Chem presence (and incremental performance)?
- Where in the areas should a new store be established? Will we build or acquire, and what format will be deployed?
- How can fixed costs be managed to optimise store-level Ebitda (earnings before interest, taxes, depreciation, and amortisation) given top-line implications on existing locations?

In the presentation, it shares how it approached the situation in three different catchment areas. This is possibly the first time a major retailer has provided the market with this sort of insight.

Sandton

In Sandton, where it already had a store at Benmore Gardens, a site in Sandton City became available (part of the space vacated by Stuttafords). Additionally, a medical centre opened in Morning-side. It opened stores at both locations. The appeal of the former is fairly obvious, while at the

latter it says it will “benefit from the convenient medical centre environment”. It describes the node as “extremely attractive” and “significantly underpenetrated’ from a pharmacy point of view (there are only eight competitor pharmacies in Sandton).

From a market that had been pretty flat since 2016 (with at most less than 5% top line growth at Benmore), it has nearly doubled revenue across the node to R416 million a year from the R211 million from just Benmore in its 2017 financial year. By next year, revenue will be close to R500 million across the three stores. This hasn’t come at tremendous top line cost to the Benmore store, with revenue in that outlet retreating to roughly the FY2014 level.

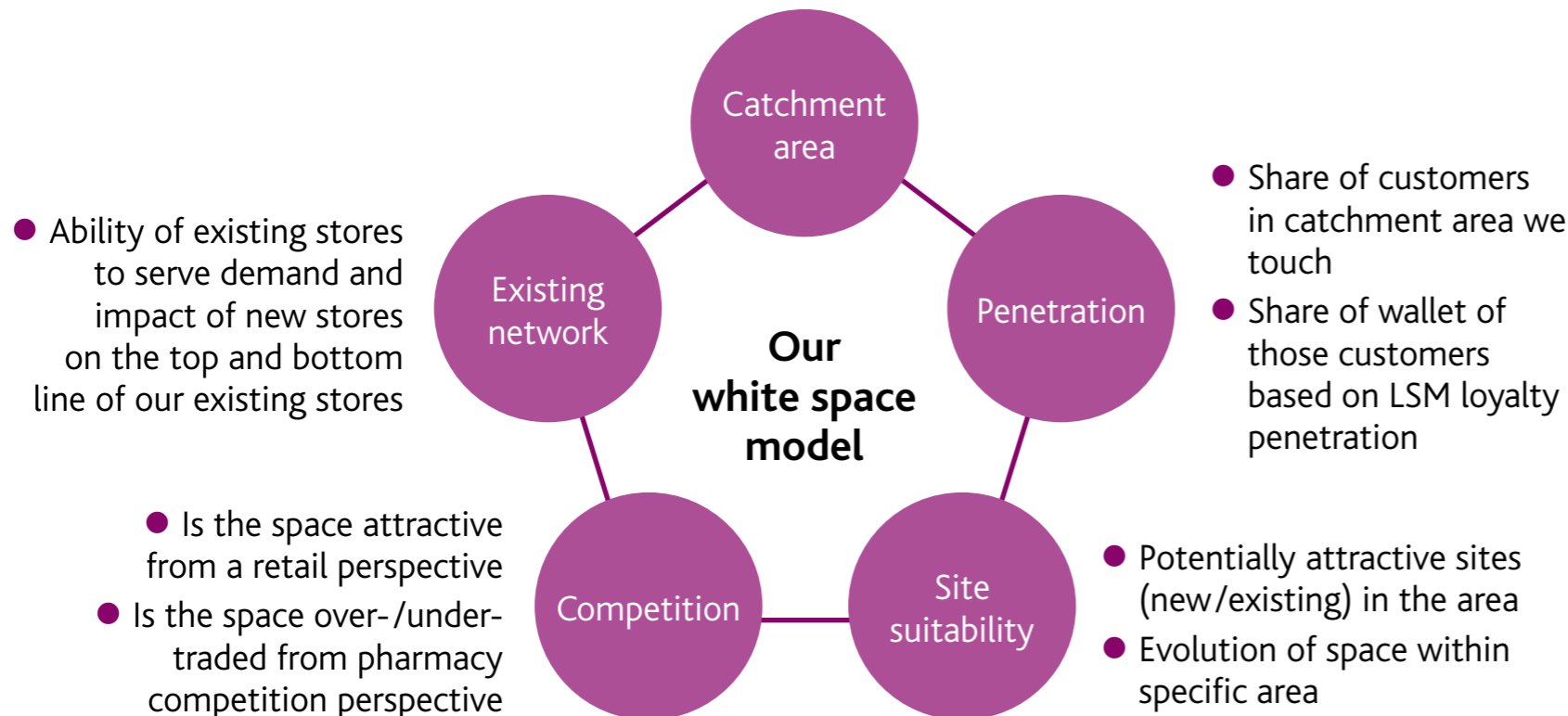
“ This means the nearly R200 million in revenue it added in the year came at a ‘sacrifice’ of just R40 million at the original store in the node ”

The alternative, of course, was to keep trading from one store, with other competitors potentially stepping in.

It says it is “managing costs across the node by redeploying staff across the three stores.” This helps explain why the Ebitda margin across the node is heading back towards recent highs (9%/10%). Trading density will catch up as the two new stores mature.

We identify white space using five key inputs

- Where do our target customers live and shop
- Number of customers and spending power in the area





**Greenstone**

The dynamics in the area around Greenstone (off Modderfontein Road, east of Johannesburg) are very different. Here, there has been significant residential development in recent years. This led Dis-Chem to reduce the importance of its store at Greenstone Shopping Centre as a 'daily shopping destination'. In the last three years, it opened two new stores at convenience centres in the area, while "proactively managing staffing levels and operating hours across the node".

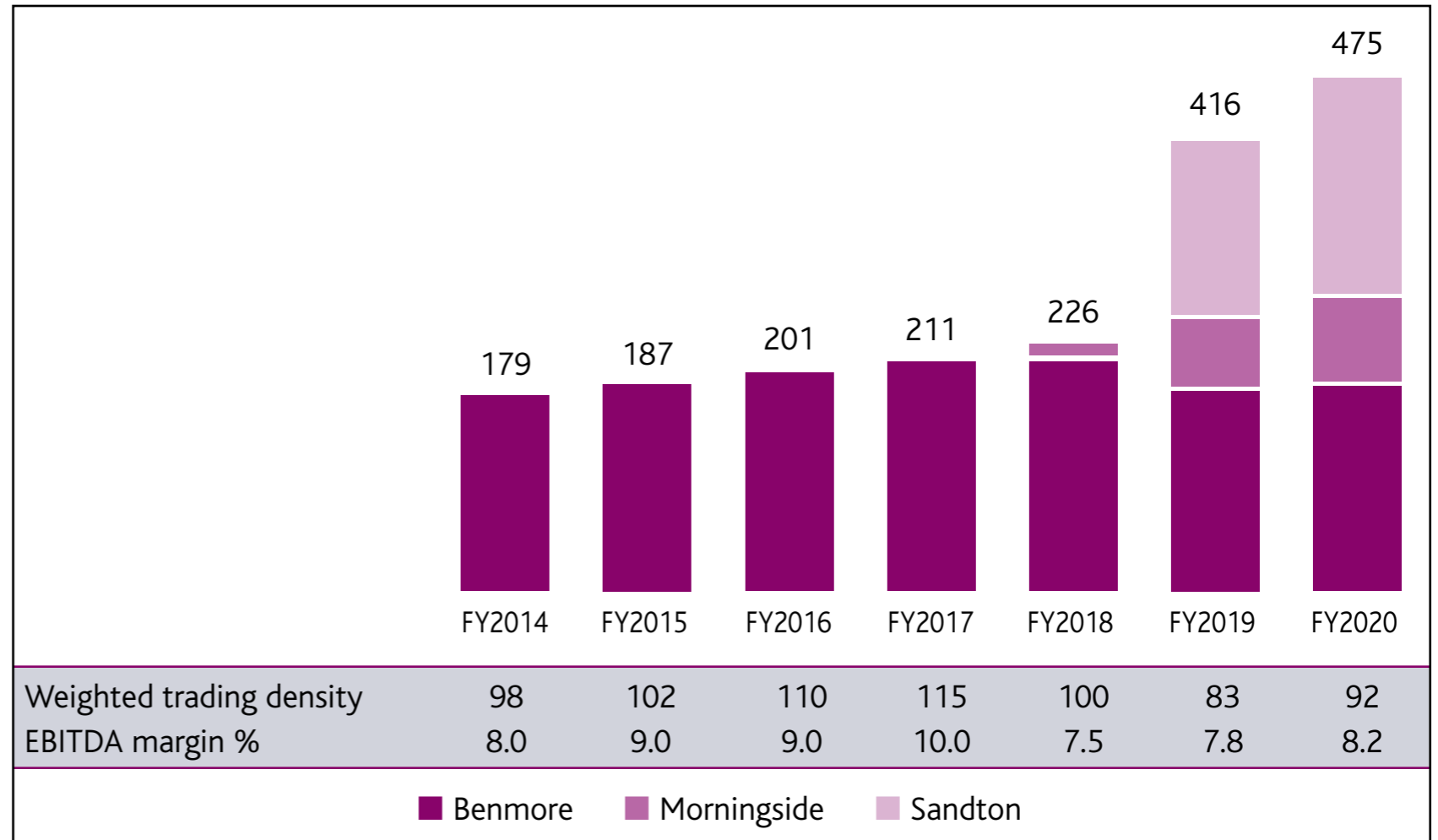
The original (Greenstone) store closes at 6pm, the newest (Flamingo Shopping Centre, nearer the Modderfontein Nature Reserve) closes at 7pm, and the store at a convenience centre on Greenstone Hill closes at 8pm on weekdays. In this node, it will have grown revenue from R224 million in FY2016 when it had the single store to R368 million this year, again without sacrificing too much on the top line from the original Greenstone Shopping Centre store.

While there are 15 competitor pharmacies operating in the area, it contends it remains 'extremely attractive'.

**George**

What the group has done in George is different still. It describes this market as "over-traded on [the] pharmacy side with strong independent pharmacies with good locations and comparable dispensary pricing." While these 23 competitor pharmacies are clearly giving Dis-Chem a real fight, it still describes the retail market as 'attractive'.

**Total node revenue (R'm)**



Source: Dis-Chem Group

Its decision to purchase an independent pharmacy "to secure [a] dispensary base" and increase its "penetration within the area" is arguably the least aggressive move from the three case studies shared. The group likely had no other option.

The move will help it grow revenue in that market by an estimated 22% in the current year, a significant improvement on the sub-10% growth it has booked in recent years.

Dis-Chem Group will add 22 stores in the 2020 financial year (to end-February 2020). **SR**



## National 2019

### Free State Wine Show

02 August | Bloemfontein

A date for great wine tastings. Connect with winemakers or their marketing representatives while tasting an array of more than 200 of South Africa's best wines – all available for both sampling and purchase via Shop@Show.

### BooBaloo Expo for Moms, Tots and Babies

02 August | Cape Town

An opportunity for knowledge-hungry new parents to engage with professionals for indispensable advice and workshops. They can join engaging seminars and hands-on workshops held by expert educators, physicians, and renowned brands, delivering the tools and education families need for their growing household.

### Decorex

07 August | Johannesburg

From design savvy consumers to interior decorators, specifiers and designers, both local and international visitors are wowed every year by the explosion of innovation that Africa's leading designers and decorators have to offer.

### International Sourcing Fair

07 August | Johannesburg

Exclusively a trade platform, ISF will provide a forum where international suppliers can make direct connections with potential retailers, buyers

and procurement teams from South Africa and other selected African countries.

### MamaMagic Baby Expo

30 August | Durban

This consistently provides families from all over Africa with a comfortable environment to learn, explore and grow for over a decade.

### Sign Africa & FESPA Africa

11 September | Johannesburg

An opportunity for sign makers and digital printers looking to expand their business with the potential of digital production. It will focus on innovative and cost-effective solutions and business opportunities, as well as providing visitors with the latest developments and trends in the global industry.

### SHOP! Best of Global Merchandising

17 September | Sandton

Stimulating SA shopper marketers with the latest and smartest innovations and best practices – trends shaping the future of retail, Shop! ROI standards – in-store marketing materials, Global OMA Showcase.

### Social Media Landscape Briefing

25 September | Sandton

Arthur Goldstuck presents the annual Social Media Landscape Research Report findings about the key platforms and adds great value to his insights; agreed to be the most influential social media briefing of the year.



## International 2019

### FoodAgro Africa

01 August | Nairobi

This international food & agriculture exhibition hosts exhibitors from over 20 countries. Kenya is a major access point in Africa and has a huge volume of imports into the country for its own consumption for over 40 million consumers.

### Hong Kong International Tea Fair

15 August | Hong Kong

Organised by the HKTDC, this fair offers a wide range of tea leaves, processed tea and tea products, tea packaging, tea-ware, and other tea-related products to buyers from all over the world



**lunch!**

19 September | London

A multi-award-winning trade show for the fast food industry. Bringing the industry together under one roof, if you are a café, sandwich bar, food-to-go chain, coffee shop, contract caterer, wholesaler or deli then lunch! is your most important date of the year.

**Kenya Food Expo**

20 September | Nairobi

Food Kenya is the global platform that aims to connect international food and hospitality companies to showcase their products to the developing market of Kenya and other East and Central African countries.

## UPCOMING EVENTS

**V**ery good registration figures have been recorded for the coming Anuga in Cologne from 5 to 9 October 2019. More than half of the exhibiting space of 284 000 sq metres is already booked. In total, around 7 400 exhibitors from around 100 countries are expected to participate. Anuga, the world's biggest and most important business platform for the international food industry by far, will thus also be the benchmark for all food trade fairs worldwide again in 2019, in terms of both quality and quantity. In 2019 the event is celebrating its 100th anniversary.

In addition to numerous large market leaders, the majority of the international group organisers have also confirmed their participation at the trade fair, indeed at all 10 trade shows.

**"10 trade fairs under one roof"**

Once again in 2019, the successful concept of Anuga will ensure a good overview and a well-arranged layout divided up into themed areas.

Simply contact their service team: by e-mail [hotel-services@koelnmesse.de](mailto:hotel-services@koelnmesse.de) or by telephone on +49 221 821-3072



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