

Superstore format tunes into the correct audience

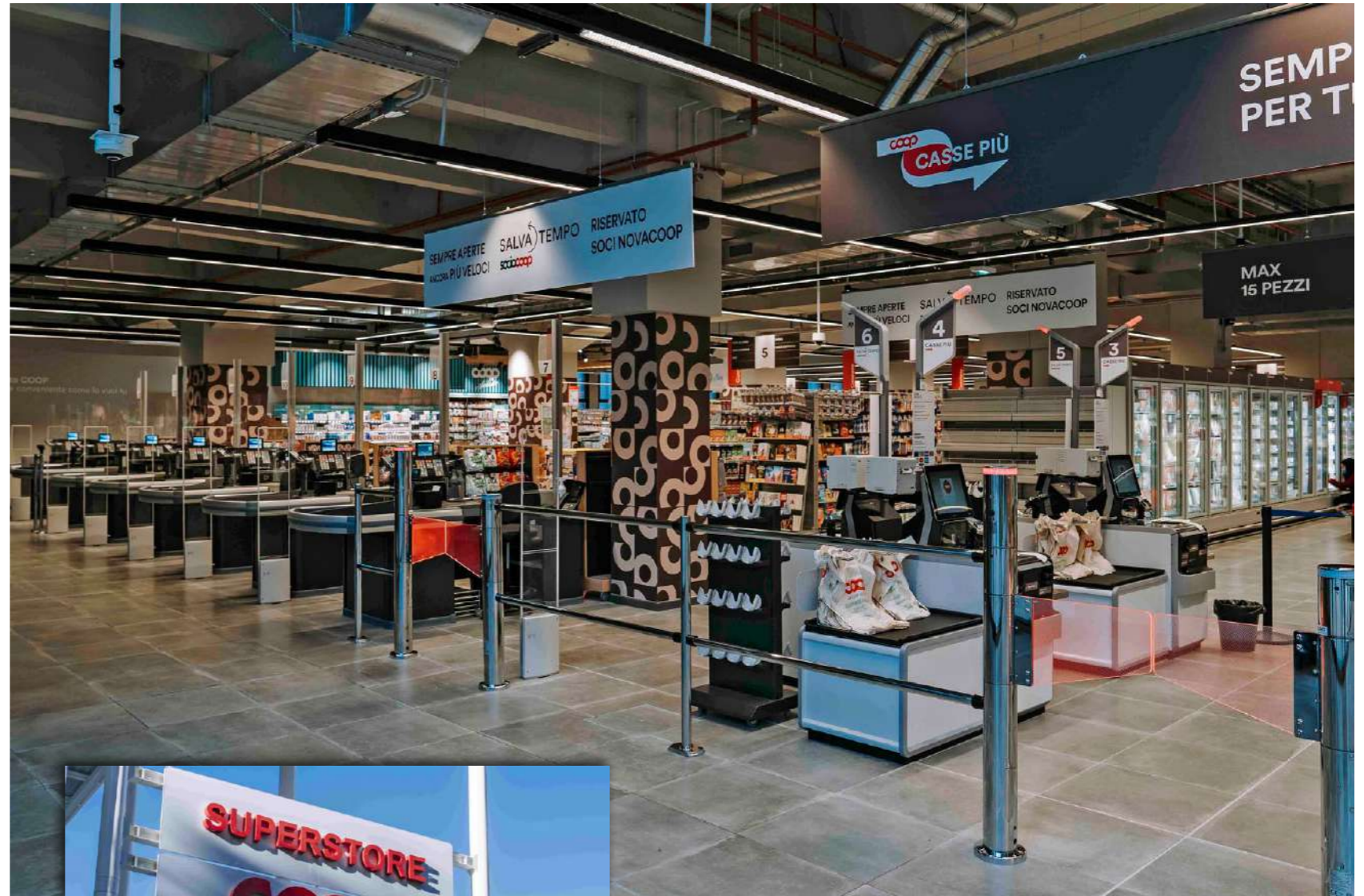
By Antonello Vilardi

adapted by Hippo Zourides

Whether you are a Juventus fan or a Fiat driver or love baroque buildings or great Italian food, you have a common link to the town of Torino (Turin) in the Piedmont region of northern Italy. Home to the above brands, Turin with its 700 000 population has the typical competitive scenario between hypermarkets, traditional supermarkets, discount chains and the local grocery stores.

COOP, a national chain previously explained in these pages, has applied its superstore concept and it chose an interesting area for the experiment. Located in Aurora, a mainly university student area, the site developers found an old warehouse abandoned over 20 years ago and converted it into a modern shopping experience, anchored by the COOP superstore.

The 2 400m² store has a sales area of 1 800m², staffed by 80 people and equipped with 13 checkouts (6 of which are self-service). Typically, it handles 8 500 transactions a week at an average of €35 (R578) giving the store an average weekly turnover of almost R5 million.



The front line of the store with traditional and self-service checkouts.

Left: External signage.

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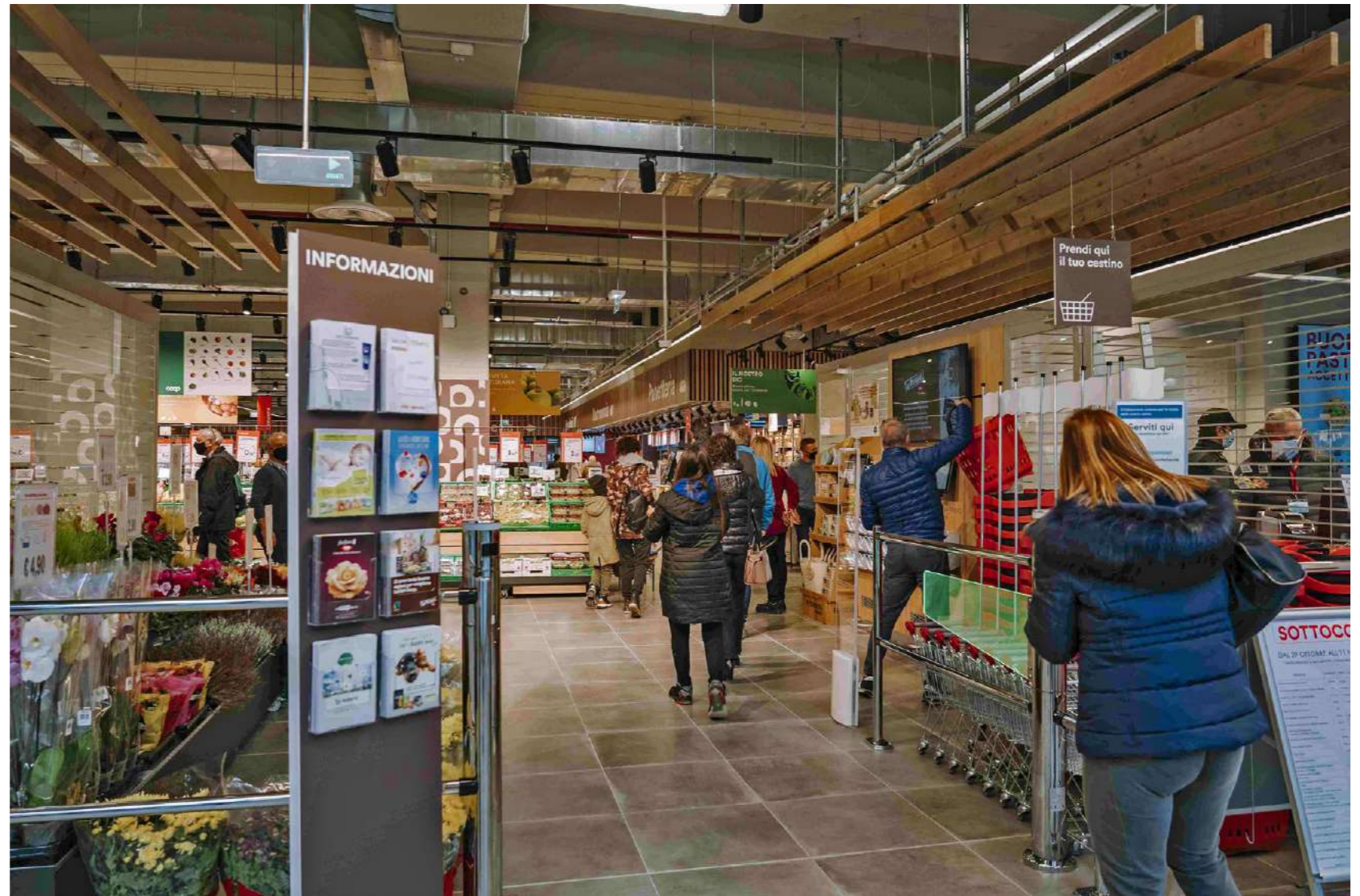
The interesting statistic about these sales is that, although the store stocks 20 000 line items, only 2 800 (14% of the range) are COOP own brand ... but 66% of the customers using the store loyalty card buy the housebrands. It is another reflection of what power store's own brands are becoming and attach the shopper to the specific chain thanks to brand assets, such as quality, transparency, food traceability, convenience and an excellent pricing position.

For example, top sellers in the store's own brand product range, include such varied items as, bottled water, baby tomatoes, Grand Padano cheese, bananas, fresh eggs – and even, wild salmon.

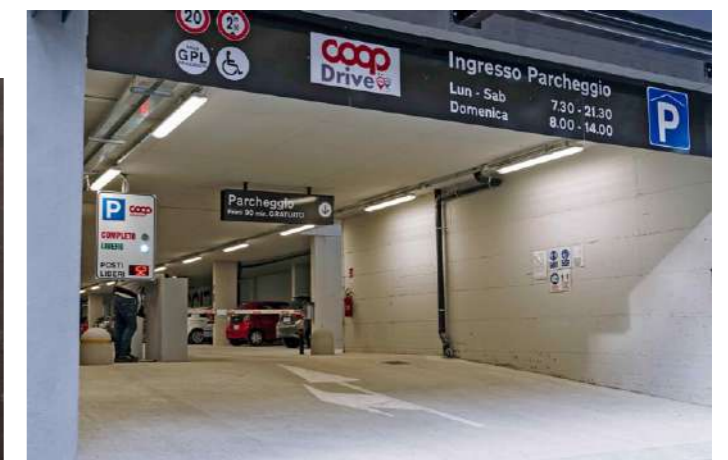
Trading seven days a week from 8am to 8.30pm (closes at 1pm on a Sunday, which accounts for 7% of the store's weekly turnover), the store is well laid out with wide aisles and soft tones to create a very serene shopping atmosphere. Wood is used in most service areas, which are lined up against the perimeter of the store. Refrigeration is ample with covers or doors to make the most of its energy saving programme.

Apart from food, the store has a comprehensive range of general merchandise, gardening accessories and a pharmacy. Services at the store include application for loans, payment of household utilities and the recharge of phones and other utility accounts.

One novelty, that would go down well in South Africa, is the facility to use a touch screen in parts of the store to order any delicatessen item, while



Entrance to the Superstore.



The multi-storey parking lot allows cars 90 minutes of free parking.

Left: External view of the shopping mall, a refurbished old factory.



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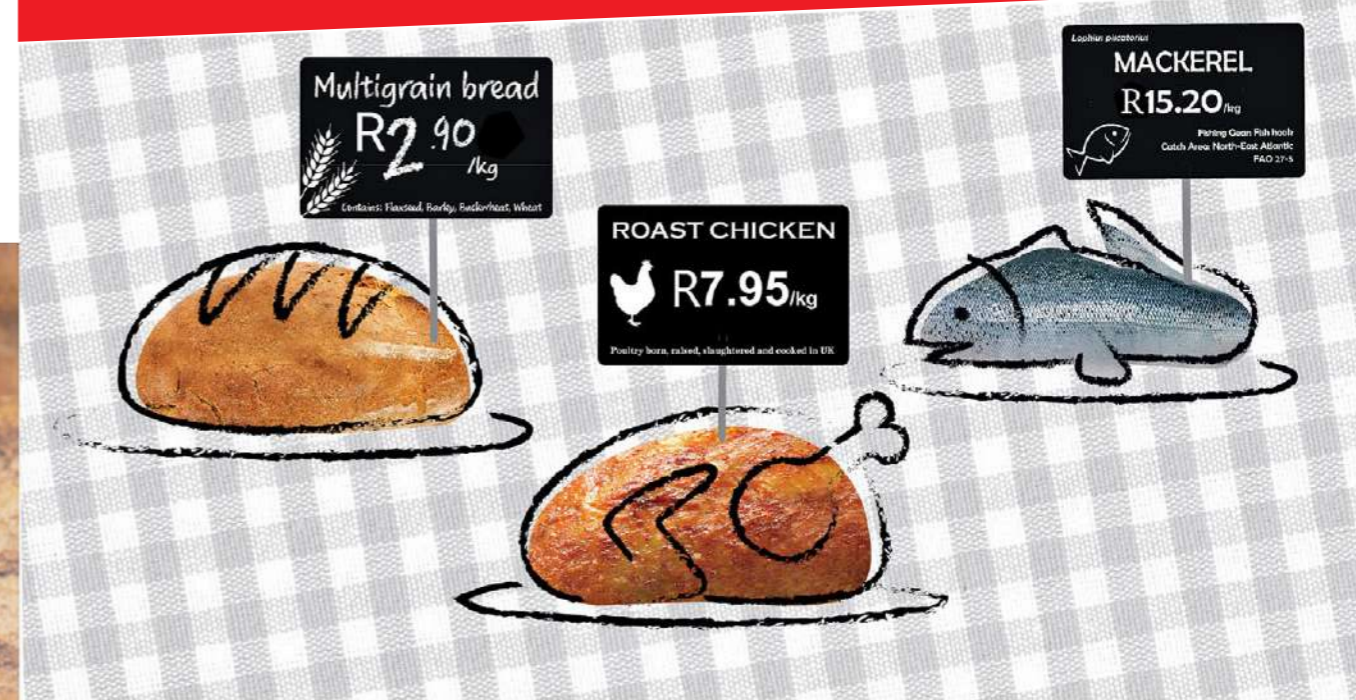
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 Allergens

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Barcode
 PLU reference
 Other information
 Sales tip



e Time Saving and Flexible

e Hygienic and Durable

e A Stronger Brand Image

e Easy to Read

e Food Compliant



the shopper continues with her buying elsewhere and avoids the queues at the deli. When the customer is ready, she can approach the specific area in the deli where all orders are ready for collection.

2021 trends

Mindful of its youthful audience in the categories of Millennial, Gen X and Gen Z, the store planners have highlighted areas such as vegan and vegetarian meals in specialised refrigerated locations that appeal to this audience. Fresh produce is also a favourite amongst the shoppers.

The addition of self-scanning checkouts appeals to young students and people who wish to get out of the store quickly.

The store has managed to combine a number of 2021 trends for its shoppers:

- Convenient parking (free for 90 minutes)
- A beautiful shopping environment
- A loyalty card, with good value for money, offers and advice
- Convenient packaging in vegan and vegetarian products for the main shoppers, and students
- Quick service where required
- Self-management of the shopping process at the end of the trip.

This is another example of a chain that tunes its local solution to fit into local requirements, without losing its major chain store advantage.



The 'Coop Drive' station is accessible to customers who use the 'click and collect' method (order online – collect in store).



Wild Alaskan salmon of the Fior Fiore Coop brand is a top seller



A view of the butchery with digital signage.



The fruit and vegetables section with wide aisles, offers an environment of subdued colours and shades, designed to create a sense of calm, easy circulation and clear legibility.

Fior Fiore Coop datterini tomatoes have outstanding sales results.

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All service areas are located around the perimeter of the store and wood is used to create a warm and cozy atmosphere.

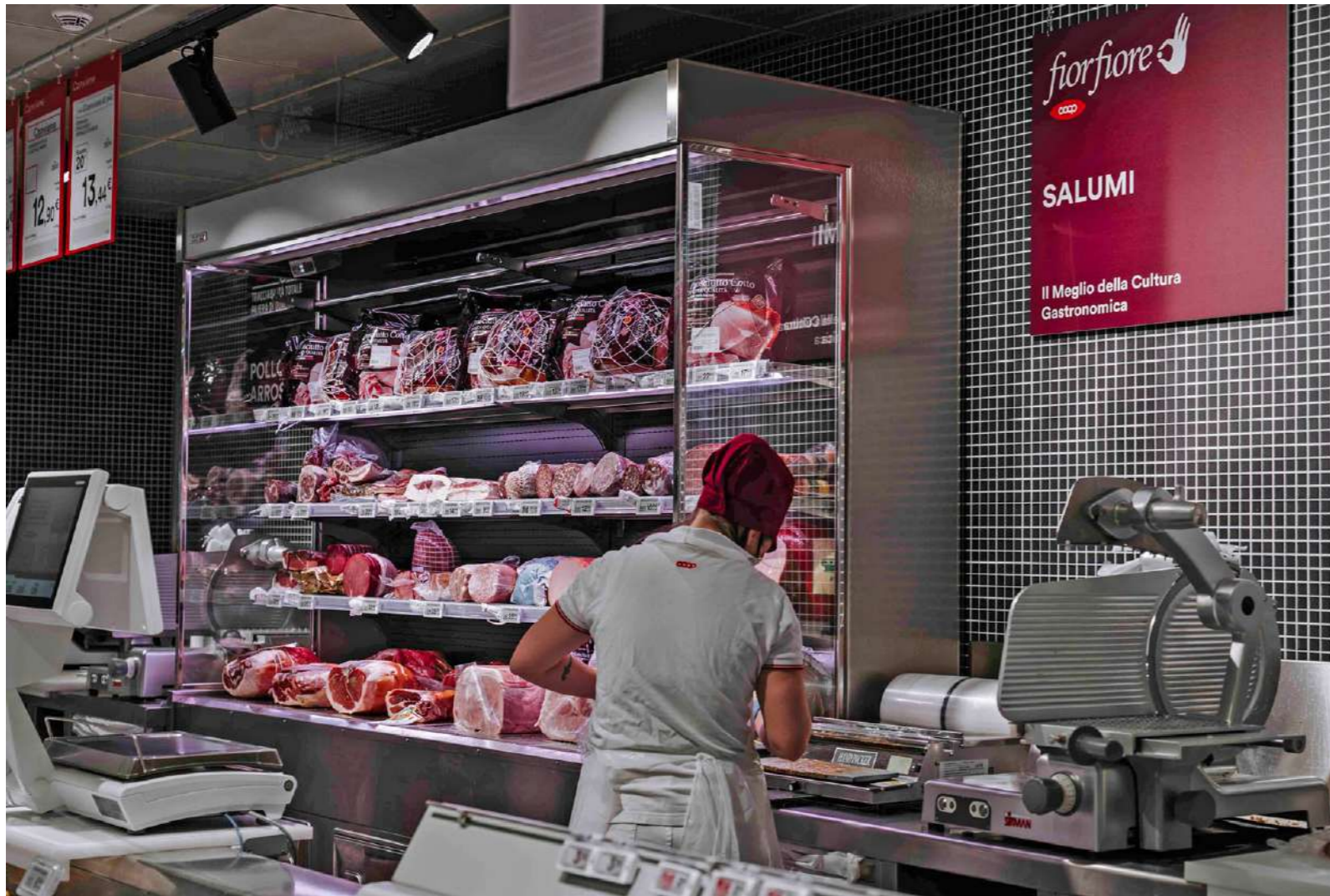
A view of the fish shop.



The customer has a clear view of the offer in the fish shop and the scale detail is very visible, to create trust in the process.



Gastronomy Zero Queue screen allows customer to order deli lines from elsewhere in the store and collect the parcel when she is ready.



The 'salumi' cutting counter keeps every range of cured salted meat imaginable for the most discerning taste.



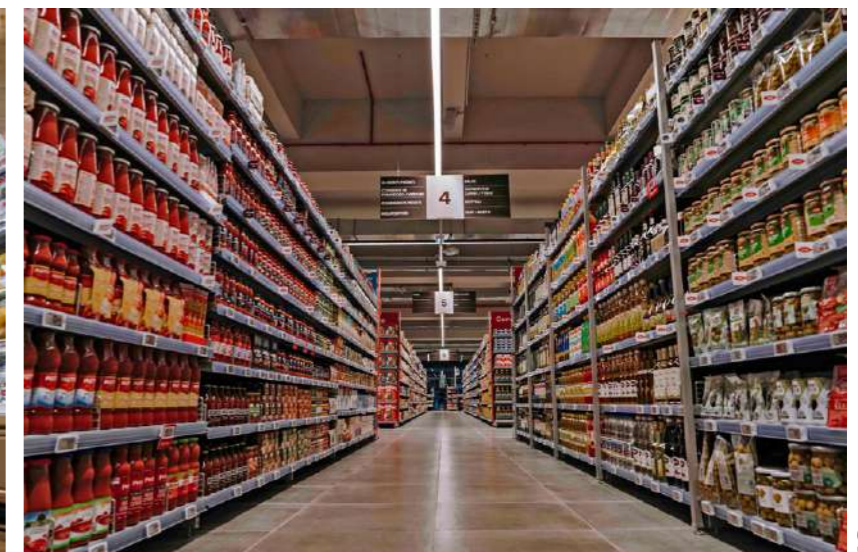
Refrigerated counter dedicated to vegan and vegetarian food.



Bulk displays of the house brand are evident in many parts of the store.



Upright refrigerated cabinets with doors for the best energy use.



Perspective along a lane of the Grocery sector.

