

A retail jewel in Daveyton

Consolidated Store Holdings' Save-A-Lot Majutene Food Town Hyper



The entrance to Save-A-Lot Majutene Food Town Hyper is welcoming, with strong branding to connect customers to the store.



The prettiest store in Daveyton! With over 10 000 SKUs, it's not just a pretty face.

Save-A-Lot Majutene Food Town Hyper, located on the outskirts of Daveyton on the East Rand, is steadily carving a niche for itself as the community retail store that delivers the best value at affordable prices in the area since its major revamp in 2022.

Save-A-Lot Majutene is a Food Town Hyper store in Consolidated Store Holdings' (CSH) stable, which consists of Food Town Hypers (retail format stores), Powertrade (wholesale stores), Price Rite (large-scale wholesale distribution centres), and Big Deal stores (banner group stores). The Save-A-Lot Food Town Hyper brand includes seven stores located around the country –Khayelitsha and Athlone in the Western Cape; two stores in Rustenburg and one in Vryburg in the North West; one store in Kwatema (Brakpan) and one in Daveyton, on the East Rand in Gauteng.

“The CSH Save-a-Lot stores are community focused, with an in-depth knowledge of the communities they serve and relevant consumer behaviour patterns.”

Total store revamp

Going back, the store had been trading as an independent Powertrade cash & carry since early 2020 when Consolidated Store Holdings (CSH) acquired it, with the objective to convert the business into a retail destination and begin a revamp soon after. However, all plans for the store upgrade came to a halt with the onset of the pandemic. When lockdown restrictions eased, the revamp was back on track, resulting in a fully upgraded spacious supermarket that incorporated



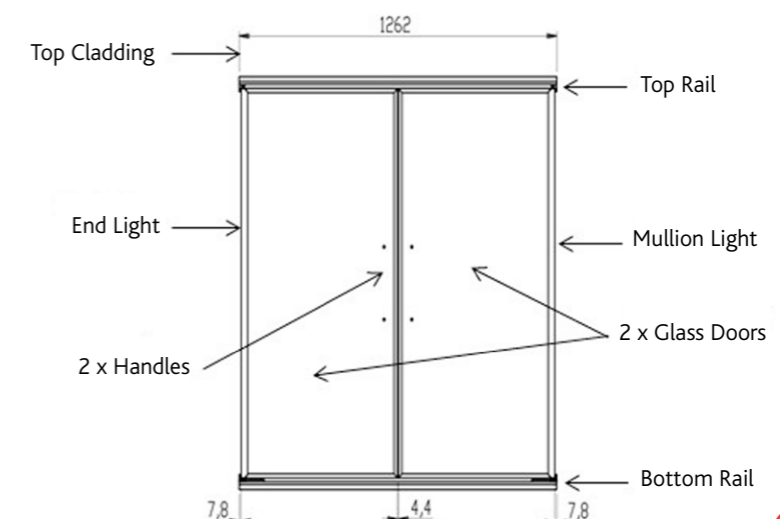
Close The Case

Designed as a retrofit solution for existing Supermarket display cases, the Glacier Air Shield Glass Doors offer up to a 40% energy saving in an ever-increasing energy cost environment as well as improved cabinet temperatures and product benefits.



Features and Benefits

- Reduced energy consumption.
- Extended product shelf life.
- Double glazed Argon Gas filled void for superior insulation.
- Optimal product temperatures.
- Spring loaded glass doors.
- Solutions for new cabinets or retrofitted on existing cabinets.
- Less cold air spillage – warmer aisles.
- Optional Mullion LED lights and door hold-open brackets.
- Heated option on our Standard Airshield Doors to suit coastal conditions.
- Integrated (full length) handle option.



Infinity / Infinity Integrate Glass Doors

The new Infinity Glass Door is designed with edge-to-edge glass and screen print border. This door offers increased visibility and a more modernised look and feel. Glacier has also launched their new Integrated Glass Door which incorporates a full length profiled handle.

Low Temp Eco Leaf (Energy Saving) Doors Aluminium Frames:

- Heated Door and Architrave
- Natural 15 micron anodized or black textured powder coating (Coating to SABS standards).

Glass

- Safety toughened 4mm glass inside and outside standard on all doors. (Toughened to SABS standards).
- All Glass Doors are Argon Gas filled for superior insulation.
- Low temperature doors are fitted with a heated front glass and a clear rear glass, both safety toughened.

Normal Temp Doors Aluminium Frames:

- Door and heated Architrave
- Natural 15 micron anodized or black textured powder coating (Coating to SABS standards)
- There is a thermal break on the inside of the door frame.
- All architraves are fitted with anti-sweat heaters.

Glass

- Safety toughened 4mm glass inside and outside standard on all doors. (Toughened to SABS standards)
- All Glass Doors are Argon Gas filled for superior insulation.
- Normal temperature doors are fitted with Low emission front glass and a clear rear glass, both safety toughened.

Lights (LED)

Energy Saving LED 22W, 6000K, LED Light fitted on the inside of the architrave in a closed polycarbonate light diffuser.



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Energy Saving LED 22W, 6000K, LED Light fitted on the inside of the architrave in a closed polycarbonate light diffuser.



External signage on a trailer shows the way to Save-A-Lot Majutene Food Town Hyper.

the original cash and carry, as well as a Butchery outlet that was acquired during early stages of the revamp and incorporated into the business model. The fruit and vegetables department was also converted from being a predominately wholesale focus to a retail look and feel.

The newly refurbished Save-A-Lot Majutene Food Town Hyper is designed to cater for the grocery retailing and the bulk-buying (Hybrid) needs of the Daveyton community. The store is managed by a highly competent and dedicated team making a difference..

Lourens Kriel, CSH Regional General Manager, who managed the store upgrade together with Chris Steenkamp, Managing Director, Save-A-Lot, says that the decision to invest in a store on the outskirts of Daveyton was based on a proposed new offramp from the N12 highway heading east from Johannesburg onto Alliance Road in Daveyton, which will run directly past the store, offering a valuable stop-off point for shoppers on their way home, and for taxis. At the time of writing, the new offramp had not been opened, but work on the road has been continuing for a couple of years and hopes were high for an imminent opening.

The store sponsors a community care clinic that provides valuable health services and assessments to the community.

An upgrade for the community

Lourens Kriel explains the upgrade: “The store increased in size from about 1 800 m² to 3 500 m², and from approximately 3 000 SKUs to 10 000 SKUs, which is all in line with our aim to give the Daveyton community a better shopping experience. We’re big believers in being part of the communities where we operate and investing back into the community.

This is a store that meets the needs of LSMs from 1 to 3 primarily, but also up to LSM 6, as well as small traders, hawkers, spazas, local schools, and stokvels, which are an important part of our business.” He adds that many of the bulk buyers are hybrid shoppers, buying for their family and household needs as well as for their businesses.





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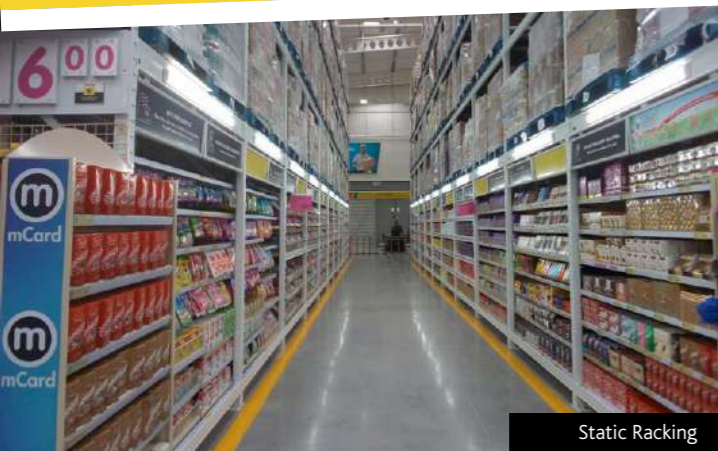
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Festive bunting & signage

The focus on more than tripling the number of SKUs in the store has enabled an increased product range for the store's suppliers, giving the suppliers more sales and market share, and boosting their footprint in this vibrant, volume-driven market. In addition, Save-a-Lot Majutene Food Town Hyper now has more than 20 000 customers on digital platforms and suppliers can tap into this market through the store's targeted promotions and campaigns.

A massive marketing drive

To promote and generate excitement for the launch of the new store, CSH went all out to attract a whole new target market and to reassure their existing customers that the store is now bigger and better than ever. A massive marketing drive that included billboards, street pole advertising, cars with loudspeakers driving around the community, knock and drops, pamphlets, newspaper campaigns, and more, was designed to attract new people to the store – and it worked. There was an excellent influx of new retail shoppers, enjoying the brand-new shopping experience, the range, and the highly competitive pricing.

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<p>Pharmaceutical Hygienic Pallet</p>  <p>1200mm x 1000mm x 150mm</p>		<p>Aluminium Pallet</p>  <p>1200mm x 1000mm x 150mm</p>							



Above: Prepacked fruit and vegetables provide added convenience for time-strapped shoppers. Below: The 3 500 m² store has metres of refrigeration, with the wide range of fresh produce being a big drawcard.

Walking the store

Save-A-Lot Majutene Food Town Hyper stocks a wide range of brands and SKUs across multiple categories. Shelf space is carefully allocated, and the range is constantly monitored to ensure the needs of all shoppers are met.

Groceries and commodities. The grocery department covers the full range of commodities and other items to meet household needs, as well as a separate area for bulk products for small traders and other bulk buyers.

Sweets, treats and beverages. The increase in the range at the time of the store revamp also saw an increase in the sale of sweets, treats, snacks, drinks, and other luxury items.

Perishables. The store was able to dramatically increase its stock of perishable goods with the installation of new refrigeration cabinets, and a far larger number of perishable products were listed, including cold meats, yoghurts, cheeses, butters and spreads, which are moving well and providing a significant increase in sales for the participating suppliers.

Fresh produce and butchery. The fresh produce and butchery departments together contribute approximately 24% to overall turnover currently, and the Majutene team is pulling out all the stops to increase the service departments to 30% of total store turnover.

- Fresh produce now includes a wide range of fruit and vegetables in convenient pack sizes for home use, as well as bulk items for hawkers and other small traders. Management says they have a good number of traders buying bulk fruit and veg, and the team is aiming to grow this market. To do that, they are looking at increasing promotions and combo deals to ensure regular buying, getting the prices right, and increasing the basket sizes.
- The Meat Market is set up to be one of the drawcards, says the store's management team with an evident sense of achievement for everyone involved. This department is state-of-the-art, with modern equipment, experienced butchers, and a range to suit the community. The store is working hard to retain the butchery's client base from when it was a stand-alone store, and also to bring in new butchery customers. They do this by giving personal service and detailed attention to their customers and what they want. As a drawcard, butchery hampers are given away in a lucky draw system on most weekends.



The power of stokvels

Stokvels are a big part of Save-A-Lot Majutene Food Town Hyper's customer base. "The stokvels that shop at our stores are very important to us. And although the clubs generally buy in December, we accommodate them at other times of the year too. We look after our stokvel customers very carefully, making sure we have the stock they want and providing the service they need. Here again, we work at building up our stokvel customer numbers. We plan to host a stokvel indaba in October, inviting 800 local stokvel members, particularly the chairpersons, to discuss how we can improve their shopping experience with us," says the Management team.



Upskilling and staff training is a vital part of the store's employee retention programme.

Top left: Big refrigeration for a big-hearted store. Cold meats have become popular. Mineral water in 5 litre bottles has become an everyday shopping item.

Above right: One of the flagship departments of the store, the butchery has state-of-the-art equipment, experienced butchers, and a range to suit the customer base.



“As a drawcard, butchery hampers are given away in a lucky draw system on most weekends.”



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Building the Save-A-Lot Majutene brand

The marketing initiatives implemented by Save-A-Lot Majutene Food Town Hyper do more than alert customers to the specials, discounts and deals on offer. Their campaigns play an important role in connecting the store with customers, both regular and bulk buyers, in a way that makes them feel part of the brand. Both social media and traditional media are used, together with community activations. The store's marketing campaigns have a direct benefit for participating suppliers, enabling their brands to directly connect with the community.

Advertisements are shared via the store's WhatsApp, social media and SMS platforms to a growing database of customers, daily, weekly, and monthly. The online marketing efforts are paying dividends, and the store has achieved a 4-star rating on Google. The popular Facebook page has 5 200 followers and growing, and also features excellent reviews. Customer Karabelo Skhosana says, "Affordable prices and great quality. Great customer service, and not forgetting a friendly shopping environment," while Thembi Mpanza says, "Convenient location. Knowledgeable staff. Fresh food." The store's WhatsApp group has 5 500 subscribers who are sent marketing messages three times a week.

Save-A-Lot Majutene also prints 16 000 4-page and 30 000 2-page promotional leaflets monthly, which are dropped in residential areas, taxi ranks, busy intersections, 11 local schools, and inserted into newspapers. Dropping off leaflets at schools means special deals get directly into the hands of parents. This is a way the store gives back to their community



This store is a pleasure to visit – clean, warm and friendly, bright and polished. It makes excellent use of strong signage and beautiful displays to give supplier brands very good exposure to loyal shoppers, while point of sale elements and bunting create a festive atmosphere all year round.

and supports their schools, as those that participate are rewarded accordingly.

To ensure customers keep the store top of mind, there is a highly visible trailer near the main road giving directions to the store. By agreement, there are also wall adverts on several houses in and around Daveyton.

In some instances, transportation is provided for customers, which also builds strong relationships and goes a long way to creating loyalty.

Competitions and giveaways

Weekly hamper giveaways in store from the key departments – fruit and vegetables, and butchery – give customers who spend a minimum of R300 to be part of the lucky draw on Saturdays.

One of the main marketing events run at the store is an annual car giveaway run by Save-a-Lot for their Food Town Stores, with the prize of a car per store. This massive campaign always generates huge excitement at Save-A-Lot Majutene, especially with the prize vehicle parked inside the store for the duration of the competition, making it very real and appealing to shoppers.

Giving back to the community

Save-A-Lot Majutene Food Town Hyper's community involvement includes charitable support, community clean-ups and a health services clinic.

The store through its suppliers sponsors soup kitchens at several taxi ranks, with staff hosting and cooking the meals for underprivileged community members.



Competitions build loyalty, and energy – and shoppers love winning!



Partnership programmes with the store and running competitions provides suppliers with effective ways to connect their brands with shoppers.



**Great
combo
deals**

Save-A-Lot Majutene also supports three major local charities on a monthly basis. In addition, on Mandela Day and Heritage Day every year, the store identifies a charity in need and offers assistance, according to their most urgent requirements.

Save-A-Lot Majutene Food Town Hyper in numbers

- 3 500m² floor space
- 10 000+ SKUs
- 4 departments: Grocery, Perishables (fresh & frozen), Fruit & Vegetables, Meat Market (butchery)
- 30% of retail floor allocated to bulk traders section

Hours of operation:

8am-5.30pm on Mondays to Fridays
8am to 5pm on Saturdays
8am to 1pm on Sundays and public holidays. Closed on Good Friday and Christmas Day

Monthly clean-up campaigns (Sweep the Street) of the main roads, traffic circle and local park further entrench the store's presence and role in the community that supports them. Save-A-Lot Majutene allows local unemployed people to participate in the clean ups and rewards those who assist.

The store also has a clinic situated on its premises, offering various health care service and partnering with 'Hospice East Rand'. This is a service that the store provides free of charge to their local community.



The role of technology

In a store of this size and customer count, technology plays a strategic role in profitability, and includes:

- 'Shopper Net Wi-Fi', which gives customers free wi-fi while in-store. This valuable service is an added drawcard for shoppers, is convenient for the store for its own business operations and helps to grow the database.
- Technological advancements that feature in various sections of the store, with world-class equipment in the butchery and other key departments.



One of the store's innovations is affordable purified water where shoppers can fill up their reusable bottles.



Well-stocked shelves and clear signage let the store's customers know about their specials and range.



The 14 checkout points for the general public manage queues effectively.



Another view of the store showing its wide range of dairy products and extensive refrigeration.

- Wi-Fi scanners to check in stock & monitor sales.
- Sassa payment and cash back solutions.
- Airtime available at till points.
- Advanced security systems.
- Shop2Shop device for cashless shopping for traders.

What makes it special?

In discussing what makes Save-A-Lot Majutene Food Town Hyper special and enjoyable for its customers, the store's management is passionate and unequivocal.

"We are a retail business offering wholesale prices and bulk shopping. Our meat market and fruit and vegetable departments are world-class in the East

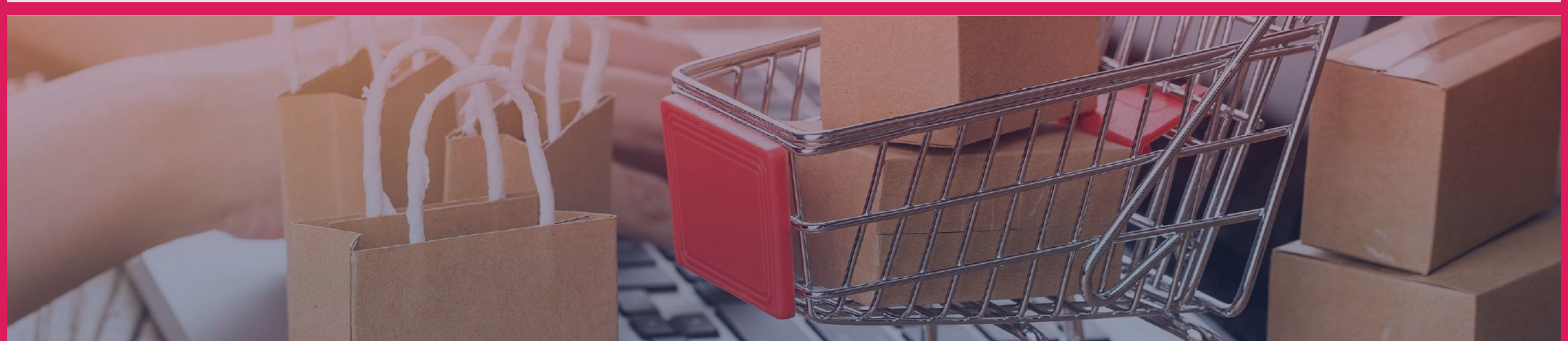
terms of quality and price, and we strive to support local farmers. We are competitively priced within our community and the most affordable store in Daveyton. Our customers benefit from our commitment to service and our passion for serving our community.

"Our store is well-designed and spacious, catering to both traders and regular retail customers, and we feature plenty of till points to manage queues efficiently. We also offer banking services and of course the free Wi-Fi.

"On Saturdays, we host a fun-filled market with freebies, a jumping castle, face painting for the kids, and a play area outside."

Save-A-Lot Majutene Food Town Hyper is benefitting from its revamp, and so are their customers. They strive to make weekend visits to the store a fun, family day out, and every day a wonderful shopping experience. **SR**

Janice Hunt is an Accredited Text Editor (English) who has been a freelance writer, editor, proofreader, and communications consultant since February 2002. Prior to that, she was editor of various trade magazines. Janice's extensive writing and editing experience has covered sectors such as trade magazines, internal communications, annual reports, brochures, newsletters, website copy, and speeches, as well as communications strategy development. She is a full member of the Professional Editors' Guild (www.editors.org.za). Email Janice Hunt, Senior Writer and Editor, Wilkins Ross Communications at janice@wilkinsross.co.za.



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