

our group

SHOPRITE

POSITIONING The Shoprite chain is the original business of the Group and its main brand. It is by far the biggest business unit. It is also the brand used predominantly outside the borders of South Africa spearheading the Group's growth into new markets.

TARGET CUSTOMER Middle-income consumers in the living standards measurement 4 to 7.

SHOPPING EXPERIENCE Its market positioning has remained unchanged: to provide millions of customers with everyday low prices while offering the lowest prices on basic foods.

Checkers

POSITIONING Acquired in 1991, Checkers is the major brand after Shoprite. It operates stores throughout South Africa and in some neighbouring countries. It focuses more strongly on fresh produce and offers a wider range of choice food items to a more affluent clientele.

TARGET CUSTOMER The brand has recently been repositioned to cater for customers in the upper-income groups and targets living standards measurement 7 to 10.

SHOPPING EXPERIENCE Checkers is becoming a preferred shopping destination for time-pressed consumers. It has strongly developed lifestyle departments such as wine, cheese and meat.

more than half
of South Africans
shop at the
Shoprite Group



checkers Hyper

POSITIONING Located in areas with high population densities, the positioning of the large-format Checkers Hyper stores is very similar to that of the main Checkers brand. However, they carry a much larger product range, especially non-foods, and encourage bulk rather than convenience shopping.

TARGET CUSTOMER Living standards measurement 7 to 10.

SHOPPING EXPERIENCE These stores offer the customer low prices on a wide range of foods and non-food products in a pleasant environment.

SHOPRITE Usave

POSITIONING Usave is a no-frills discounter offering a strict selection of 1 000 basic lines. Not only is it an ideal vehicle for the Group's expansion into Africa but also allows far greater penetration of the lower end of the market within the borders of the country.

TARGET CUSTOMER Living standards measurement 1 to 5.

SHOPPING EXPERIENCE A limited range of essential fast-moving products offered in a functional environment at the lowest possible prices.



POSITIONING The chain, with its wide geographic spread of stores, offers a range of furniture, electrical appliances and home entertainment products at discounted prices, for cash or on credit.

TARGET CUSTOMER Living standards measurement 5 to 8.

SHOPPING EXPERIENCE The focus is on essential products offered in a standardised in-store environment on easy payment conditions. Customers can also buy online, selecting from an extensive catalogue.



POSITIONING This new chain of small-format stores located mainly in high-density areas sells a reduced range of white goods and home entertainment products in addition to bedding and carpeting.

TARGET CUSTOMER Living standards measurement 5 to 8.

SHOPPING EXPERIENCE It offers a pleasing ambience coupled with compact ranging and personalised service.



shopper profile

The Shoprite Group has a **broad customer base** consisting of some **13 million people**, which closely mirrors the demographic profile of the country. The various store formats within the Group cater for all income groups.



POSITIONING It offers a larger selection of contemporary quality furniture, white goods and home entertainment products for more affluent consumers.

TARGET CUSTOMER Living standards measurement 7 to 10.

SHOPPING EXPERIENCE A highly amenable shopping environment with well-displayed products.



POSITIONING Through OK Franchise the Group gained a foothold in smaller, convenience-oriented markets. The OK brand, awarded only to outlets meeting certain requirements, encompasses four formats – OK Grocer, OK Foods, OK MiniMark and OK Value.

TARGET CUSTOMER Every franchise store aims at satisfying the needs of the community in which it is located.

SHOPPING EXPERIENCE Conveniently located stores offering time-saving shopping at competitive prices.