

Our Group

“Our achievements are a consequence of actions we took, which included the lowering of our gross margin, introducing more affordable products and strategically positioning our various brand formats.”

JW Basson, Chief Executive

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 It draws its customers from the middle to lower-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 has become a preferred shopping destination for time-pressed consumers. It has strongly developed lifestyle departments such as for wine, cheese and meat.



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 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. Customers can also buy online, selecting from an extensive catalogue.



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 Its target customer is the same as for Checkers: 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.



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 retail formats – OK Foods, OK Grocer, OK MiniMark and OK Value apart from its wholesale format Megasave.

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.

"The considerable growth which was accomplished in a market inundated by challenges is due to a remarkable team effort with absolute commitment at every level in the organisation."

JW Basson, Chief Executive



Positioning This new chain of small-format stores located mainly in high-density areas sell 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.



Positioning Usave is a no-frills discounter initially focused on the lower income consumer but now increasingly becoming a preferred shopping destination in its own right. Not only is it an ideal vehicle for the Group's expansion into Africa but also allows for greater penetration on 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.