





















# The Group

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		Target market	Store numbers
	<h2>SHOPRITE</h2> <p>Shoprite is the original business of the Group and remains the flagship brand, serving the mass middle market. It's the brand with the most stores in RSA, as well as the brand used to spearhead growth into Africa. The brand's core focus is to provide the masses with the lowest possible prices on a range of groceries and some durable items. Specific emphasis is placed on basic commodities, which is critical to the core target market.</p>	LSM 4-7	RSA: <b>331</b> Non RSA: <b>78</b>
<b>Total: 409</b>			
	 <p>Usave is a no-frills discounter focussing on lower income consumers. This smaller format, limited range store is an ideal vehicle for the Group's expansion into Africa and allows far greater penetration into underserved areas within South Africa.</p>	LSM 1-5	RSA: <b>189</b> Non RSA: <b>34</b>
<b>Total: 223</b>			
	 <p>Checkers has repositioned itself to focus on time-pressed, higher income consumers, and differentiated on its specialty ranges of meats, cheeses and wines. Its full range of groceries and household non-food items are all promised at the consistently good value for which the Group is famous. The stores across South Africa and Namibia are located in shopping malls and other premises conveniently accessible to more affluent residential areas.</p>	LSM 8-10	RSA: <b>154</b> Non RSA: <b>4</b>
<b>Total: 158</b>			
	 <p>Checkers Hyper offers the same specialty food selections and great value as Checkers, but within large format stores that encourage bulk rather than convenience shopping. The general merchandise ranges are far wider in Hyper stores, focusing on categories like small appliances, pet accessories, garden and pool care, outdoor gear, home improvement, homeware, baby products, toys and stationery. Checkers Hyper stores operate in South Africa only and are found in areas with high population densities.</p>	LSM 8-10	RSA: <b>26</b> Non RSA: <b>0</b>
<b>Total: 26</b>			
	 <p>The OK Furniture chain, with its wide geographic spread of stores, strives to offer a wide range of furniture, electrical appliances and home entertainment products at the lowest prices with impeccable service, at discounted prices, for cash or on credit. It sells quality cheaply, not cheap quality.</p>	LSM 5-7	RSA: <b>205</b> Non RSA: <b>27</b>
<b>Total: 232</b>			
	 <p>A chain of small format stores, located mainly in high-density areas, selling a carefully selected range of white goods and home entertainment products as well as bedding and carpeting, for cash or competitive credit options.</p>	LSM 5-7	RSA: <b>17</b> Non RSA: <b>1</b>
<b>Total: 18</b>			

		Target market	Store numbers
	 <p>House &amp; Home offers its customers a quality shopping experience, with a large selection of affordable, exclusive and well-known ranges of furniture, appliances, home entertainment products and floor coverings.</p>	LSM 7-10	RSA: 48 Non RSA: 2
<b>Total: 50</b>			
	 <p>Now, with over 120 pharmacies – and two more opening every month – MediRite is on its way to becoming the most convenient pharmacy for millions of South African grocery shoppers. MediRite pharmacies inside Shoprite and Checkers stores meet the growing need for easily accessible and affordable healthcare for all its shoppers. Many of the pharmacies are located in supermarkets serving economically disadvantaged areas where there are few medical practitioners.</p>	Same as Shoprite and Checkers	RSA: 120 Non RSA: 1
<b>Total: 121</b>			
	 <p>LiquorShop offers an upmarket, convenient shopping experience to Shoprite and Checkers shoppers. LiquorShop marketing primarily targets Shoprite and Checkers customers, but the location of the outlets – with a separate entrance to that of the supermarket – invites passing trade too. It offers a full assortment of wine, beer and spirits.</p>	Same as Shoprite and Checkers	RSA: 117 Non RSA: 3
<b>Total: 120</b>			
	 <p>Transpharm Pharmaceutical Wholesalers distributes a wide range of pharmaceutical products and surgical equipment to MediRite pharmacies, as well as other pharmacies, hospitals, clinics, dispensing doctors and veterinary surgeons across South Africa. Having opened a second depot in Cape Town this year, the Shoprite Group is expanding this dynamic company to improve its existing national distribution network.</p>	Targets pharmacies, vets, clinics, hospitals and dispensing doctors	
	 <p>The OK Franchise Division (OKFD) enabled the Group to gain a foothold in a diverse range of mostly smaller, convenience-oriented markets situated in rural towns, suburbs and neighbourhoods. The stores offer a wide range of fresh and non-perishable food items, as well as general merchandise. The OKFD encompasses seven supermarket and convenience outlet brands (OK Foods, OK Grocer, OK MiniMark, OK Value, Friendly, 7-Eleven and Priceclub), a wholesaler (Megasave), and three add-on liquor outlets (Enjoy OK Liquor Store, Friendly Liquormarket and 7-Eleven Liquormarket). The OK brand is only awarded to outlets that meet specific requirements.</p>	The various store formats, with their different identities and facilities, cater to the needs of the community in which they are located. These range from lower to middle income consumers (living standards measurement 4 to 8) and from convenience shopping to bulk buy.	RSA: 226 Non RSA: 43
<b>Total: 269</b>			

