

WE SUPPORT AND DEVELOP SMALL SUPPLIERS

We strive to develop micro, small and medium-sized local suppliers in order to grow both their businesses and ours in a sustainable manner.



How do we do this?

Why do we do this?

1

We commit

Our purchases from SMEs have increased from **2.13% of overall supplier expenditure in 2017 to 3.75% in 2019.**

We strive to develop long-term relationships with small suppliers, which enables them to grow sustainably.

2

We invest, upskill and scale up

We provide small suppliers with **business training and coaching** to help them meet compliance requirements and scale up their operations to meet national demand. During 2019, we took this commitment a step further, creating an **R85 million investment fund to support small businesses** with growth capital and targeted business development support. Our first two beneficiaries are expected to create over 100 jobs in the next year.

3

We provide market access and brand exposure

Our geographic reach and market share **give our suppliers potential access to a large consumer base.** In addition to marketing SME-produced brands in our stores, in 2019 we **awarded 36 small business owners R10 000 in cash and other promotional opportunities** to a combined value of R540 000.

By buying local, we support the economic development of the communities in which we operate, many of which are excluded from the economic activity of urban centres. Having a local supply chain indirectly reduces our carbon footprint, because goods don't need to travel as far. In this way, we support national development goals and United Nations' Sustainable Development Goals 8 and 13: Decent Work and Economic Growth and Climate Change Action.

Toys with Roots

When Mpumi Motsabi wanted to buy her daughters dolls that would reflect their racial identity, she realised that the mainstream South African toy market was still dominated by light-skinned dolls. “I wanted a different reality for my daughters,” says Mpumi.

Inspired to start a company that sells toys celebrating African children, she and her husband, Thabo, founded Toys with Roots in 2015. They had a product and a supplier, but their price point was uncompetitive. Without a fresh approach, the Motsabis would struggle to create a

sustainable business out of their passion.

Fortunately, the Shoprite Group saw the potential in their concept and stepped in to help. One of our buyers facilitated a partnership with an existing toy supplier, who helped them establish a sustainable supply line – at the right price.

Toys with Roots’ range of Rainbow Kids now retails for under R100 exclusively at Shoprite and Checkers supermarkets across the country.



Toys with Roots owners Thabo and Mpumi Motsabi



Lucy Ledwaba,
Batter Master
factory manager

Batter Master

Years of loyal support from the Shoprite Group has enabled Batter Master, a family-owned business that produces the batter we use to coat fish before frying at our in-store delis, to permanently employ nine people who come from very tough circumstances.

One of these people is factory manager Lucy Ledwaba, who started working as a domestic for the company’s co-owner, Zuzie van de Venter. “I never thought I’d end up where I am today,” says Lucy. “I was a domestic worker and am a single parent to my two children, but because of my position at Batter Master I not only put food on the table for them, I’m also able to pay college and school fees, and care for my extended family.”

Today, the Batter Master factory in Alberton supplies more than 20 tons of batter to Shoprite and Checkers supermarkets across South Africa each month.

We work with the following partners

Empowerment Capital Investment Partners

Find out more

Our 2019 Sustainability Report contains more detail on our sustainability approach. For media enquiries, contact media@shoprite.co.za.