

## **East London local's journey from stay-at-home mom to supermarket leader**

As a stay-at-home mom of two with no prior retail experience, Reenyl Morrison ventured into the sector for the first time in 2002. Encouraged by her husband, who worked as a merchandiser, she pursued a job opportunity at Shoprite Nahoon in East London.

Now a seasoned professional and the Branch Manager of Shoprite Mdantsane City, Morrison started as a casual General Assistant. With a natural curiosity and a strong work ethic, she quickly moved up the ranks from Cashier to Money Market Clerk and later to the cash office – all within her first year.

Driven by a desire to grow, Morrison applied for a new position when barcode scanning technology was first introduced across supermarkets. Excelling in this area, she took the initiative to become an unofficial self-appointed trainer, sharing expertise with other stores and helping their teams succeed. This proactive mindset earned Morrison a spot in the Shoprite Group's Trainee Management Programme.

Her natural leadership abilities led to promotions as Administrative Manager and later to Sales Manager before being appointed Branch Manager, first at Shoprite Oxford Street and more recently, at Shoprite Mdantsane City – also in East London.

Throughout Morrison's career, a commitment to operational excellence and a passion for customer satisfaction have been guiding principles. "There's nothing more rewarding than knowing you've made someone's day a little better," she says.

Resilience and positivity have also been key to navigating the challenges of the fast-paced retail environment. "In retail, every day is different, and staying positive is key."

With her sights set on becoming a Regional Administration Manager, Morrison continues to set ambitious goals while remaining grounded in the values that have guided her success. Her story is a testament to the opportunities that exist in retail for those willing to work hard.

As Africa's largest retailer and South Africa's largest private sector employer, the Shoprite Group offers a variety of career pathways for individuals, especially youth, eager to build a rewarding career in retail.

Young people interested in retail careers are invited to explore the various opportunities available at the Group: [Shoprite Group Youth Opportunities](#) | [Shoprite Holdings](#).

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