

Limpopo cashier's rise to management in just three years

After just a few short years at Usave, Thabo Dinake's (33) dedication earned him the title of the Shoprite Group's Cashier of the Year – and a trip to Cape Town he'll never forget.

Thabo grew up in Kgohloane, a village just outside Polokwane, and matriculated from Kgakoa Senior Secondary School. After graduating, he took on various merchandising roles before landing a shift-based opportunity at the retailer. That small step, taken on 14 February 2022, marked the beginning of a life-changing journey.

"From being a two-week contract worker to being crowned Usave Northern Division Cashier of the Year 2023/2024 and now Assistant Manager at Usave Ramongoana. It all happened in less than three years," Thabo says.

Working closely with experienced managers during his trainee days had a profound impact. "Their commitment and loyalty to the company inspired me. It made me want to grow within the business and build something meaningful," he explains.

Thabo's rise through the ranks hasn't just been fast, it's been remarkable. He was named Cashier of the Quarter four times in a row before clinching the top accolade as Cashier of the Year.

"They told me I was going to Cape Town with the divisional team," he recalls. "Honestly, it felt like a dream I didn't want to wake up from."

It was Thabo's first time flying and his first time visiting the Mother City. "They gave us a full VIP experience. We felt truly important," he says.

On the day of the award ceremony, he walked up to receive his trophy while everyone clapped and cheered. "Meeting the CEO, Pieter Engelbrecht, in Cape Town was the highlight of my life so far. It was more than just an award, it was recognition. I felt incredibly proud of myself, and for making my parents and everyone in our region proud by representing them in Cape Town."

Now, as Assistant Manager, his role involves everything from managing stock and price changes to administrative responsibilities. "Each day brings new challenges, it's what keeps me learning and growing. There's nothing routine about retail, and that's what I love," he says.

Beyond the store, Thabo is a passionate football player, a devoted partner, and someone who goes above and beyond to meet his responsibilities. He even relocated closer to the store to ensure he's always available.

Thabo's journey speaks volumes about determination, character, and the kind of career growth possible at the Shoprite Group.

His core strength? Consistency. "Doing things on time and keeping things in order every day makes the job easier. When you're consistent, you're in control."

The job comes with challenges too, especially customer service. “Turning an unhappy customer into a satisfied one is a thrill. It means they’ll come back, and that means we’ve done our job well.”

Thabo’s long-term goal is clear: “One day, I want to work at the Group’s Home Office. That’s the dream. But for now, I’m building my career one day at a time.”

He’s also passionate about encouraging others to consider a career at the Group. “This is one of the few companies where everyone is treated equally and recognised for their hard work, no matter where you come from. The benefits, the support, the opportunities are unmatched.”

Perhaps his most important lesson so far? “Hard work is always recognised. Even if you’re one among thousands, the Group sees you.”

In a world where upward mobility often feels elusive, Thabo is living proof that with the right attitude and the right company, the sky truly is the limit.

- **For Youth employment opportunities like the Shoprite Group’s Retail Readiness Programme and Youth Employment Service programmes, click [here](#).**