

## **Africa's biggest retailer continues forward march into Zambia**

Shoprite entrenched itself further in the Zambian retail market recently when it opened its 35th supermarket in the Novare Great North Mall in Lusaka.

"This is our 11th store in the capital city, having entered the Zambian market 23 years ago. This opening provides 142 people with jobs and adds to our 4200-strong workforce. Well over 50% of our employees are women with more than a quarter youths, under the age of 24," says Charles Bota, General Manager of Shoprite Zambia.

Some 78% of produce stocked in this supermarket are locally sourced, in line with the retail giant's objective to as far as possible buy local.

"Not only can our customers rely on us to deliver on our promise of everyday low prices, but we also offer them a world-class shopping experience that ensures that every customer leaves our stores happy," adds Bota.

As part of the celebrations on opening day, K10,000 worth of groceries were donated to the nearby SOS Children's Village, which provides food and shelter for orphaned and vulnerable children. "We are a business with heart striving to make a difference in the communities we serve," concludes Bota.

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