

Young retailer's 'can-do' attitude sees her featured on prime time television

Retail is her passion and has been from the day she started as a casual at a Shoprite supermarket in Mitchells Plain aged 16.

Today Mymoena Doubell (34) is the branch manager of Shoprite Klapmuts and stars in the retailer's latest [television commercial](#).

"I'm in retail for the joy of serving people. I am energised by people and love working with and for them. That's what keeps me going in this fast-paced environment day after day," says this mother from Kraaifontein, whose two young daughters joined her on camera.

By the time Doubell turned 20, she was one of the Shoprite Group's youngest branch managers after she took over the reins at Usave Kleinvlei in Eerste River.

With almost 19 years' experience in the business, she was very surprised and honoured to feature in Shoprite's new commercial. "Shooting it was a little daunting, but ultimately an awesome experience as the viewers gain some insight into my day-to-day life," she explains.

Doubell plans to one day become a top decision-maker in the Group: "I see myself having a seat at the proverbial round table at divisional level and ultimately at the Home Office in Brackenfell."

Until then she will continue her selfless service to customers and provide leadership on the shop floor.

END