

Small Supplier Toolkit

Shoprite Group of Companies



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Enterprise Supplier Development

Enterprise Supplier Development

Get your product onto our shelves with Shoprite Next Capital

Shoprite Next Capital is dedicated to empowering and growing local, commercially viable Small, Medium and Micro Enterprises (SMMEs) as part of our ongoing efforts to give small suppliers access to our consumer market. We focus solely on small suppliers and enterprise supplier development (ESD).

If you have a small local enterprise with an annual turnover of R5 million rand or less, and a one-of-a-kind product to sell, you're invited to join the largest supplier network in Africa.



Small Supplier Benefits: **What Sets Us Apart**



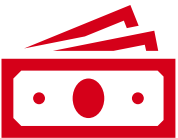
Access to Market

Expand your reach by tapping into the Shoprite Group's extensive customer base.



Growth Planning

Collaborate with us to chart a clear path for your growth while leveraging our market insights.



Working Capital Support

Ensure financial stability with options like CredX.



Marketing/Branding Assistance & Support

Elevate your brand's visibility and loyalty with our strategic guidance.



Packaging & Labelling Support

Get expert guidance to make your products stand out and meet regulations.



Training & Onboarding Support

Seamlessly integrate into our system with our comprehensive training and onboarding assistance.

The Small Supplier Journey

Understanding Supplier Categories & Opportunities

Small Suppliers



Exciting Opportunities: If your annual turnover is **less than R5 million**, you're welcomed into our vibrant supply chain with opportunities to introduce your products at a local or regional level.

Guidance and Growth: Benefit from mentorship programmes that supercharge your operations and enhance product quality, all while enjoying the chance for gradual expansion with our unwavering support.

High Expectations, High Rewards: Shoprite Group is committed to providing our customers with high-quality, reliable products and services, and we value open communication with our customers and partners. Your dedicated Shoprite Group contact is here to support you on your journey to retail success.

Medium Suppliers



Positioned for Growth: With annual revenue ranging from **R5 million to R50 million** and a regional or national reach, medium suppliers are poised for expansion and dynamic collaboration.

Elevated Partnerships: Unlock the potential for strategic partnerships, captivating marketing campaigns, and endless possibilities for innovation and diversification.

Expect Excellence: Our high expectations focus on quality, scalability, and staying ahead of industry trends as we embark together on a thrilling journey towards new heights.

Large Suppliers



Industry Giants: Boasting an annual revenue **exceeding R50 million** and a market presence spanning the nation or globe, large suppliers are industry leaders.

Power of Collaboration: Experience the true power of strategic collaboration, reaching a vast and diverse customer base.

Shared Commitment: Be part of continuous improvement endeavors, grand-scale marketing campaigns, and a shared commitment to innovation and sustainability. Success is the name of the game as we shape the future of retail together!

Small Supplier Success Stories

Adri Williams and Eunice Nyolobe

Khayelitsha Cookies is more than just a cookie business; it is changing lives of women in Khayelitsha. Owners Adri Williams and Eunice Nyolobe took a struggling business and turned it around. Now a thriving success, it employs nearly 100 people and bakes over 80,000 cookies daily. With a commitment to using local ingredients, Khayelitsha Cookies stands as a proud South African business and a testament to the power of women with vision.

Amina Abrahams

Aunty Amina's atchar business, **Exotic Taste**, was born out of necessity after she went through a divorce and became unemployed with two children to support. She started making lemon atchar in her home kitchen and sold it to local shops. As demand grew, she adopted a more formal approach, including labelling and tagging her products, leading to wider distribution. Aunty Amina now runs a successful factory, employing over 30 people, to ensure customers can always find their favourite atchar in our stores.

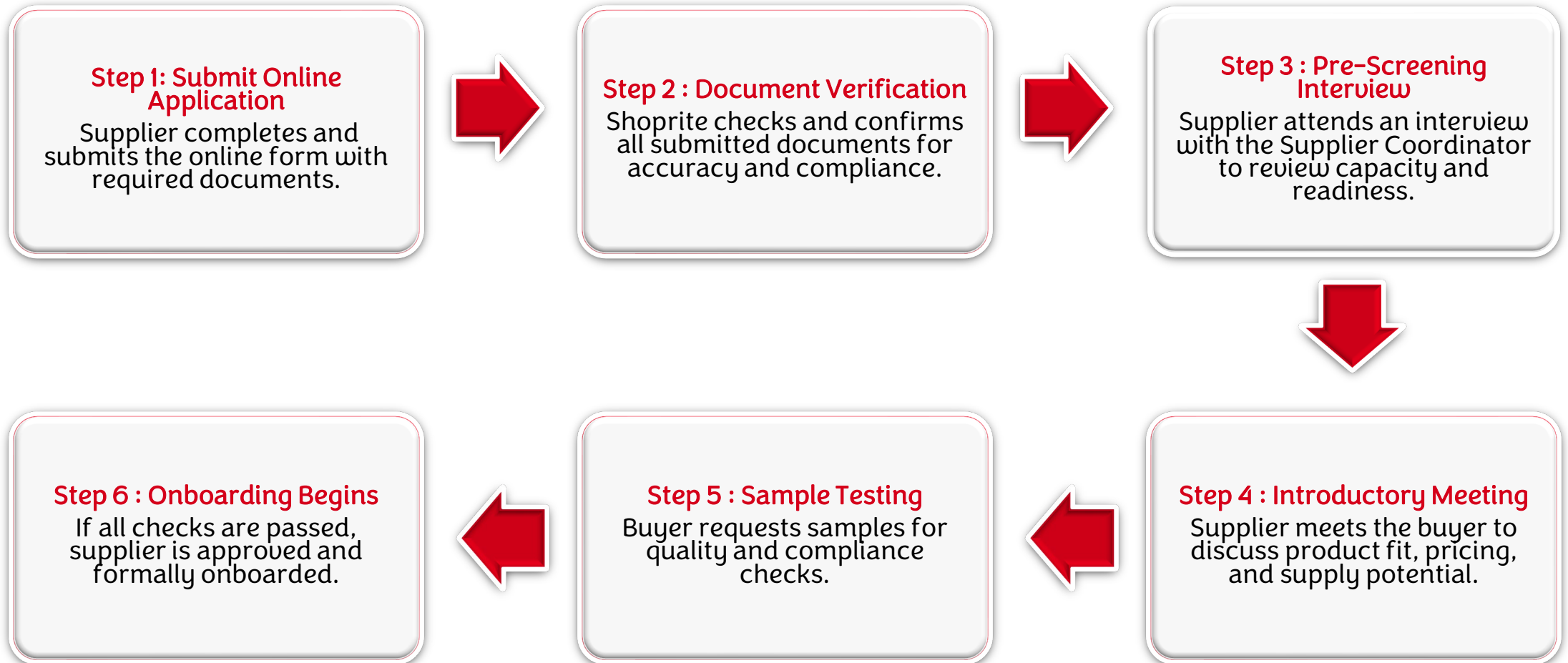


[Click here to watch some inspiring success stories from our small suppliers](#)



Small Supplier Application Process

Supplier Application Process Overview



Supplier Application Process (cont.)

Step 1

Supplier Completes Online Application

Begin your journey by completing the online application on our dedicated [Supplier Application Portal](#). Provide essential details about your business and the products you wish to supply to the Shoprite Group. Please note that the Shoprite Group aims to offer products that enhance the convenience of our customers' everyday lives.

Please have the following documents ready for submission, with a single supporting file per document upload, preferably in PDF format (max 2MB):

- ✓ Business Profile
- ✓ Proof of Annual Turnover
- ✓ B-BBEE Certificate
- ✓ Health & Safety Certificate (if applicable)

Step 2

Document Verification

After receiving your application, the Shoprite team reviews each document to make sure it's valid, accurate, and up to date. This helps us ensure all suppliers meet the standards needed to deliver trusted, quality products to our customers.

Step 5

Sample Submission and Quality Checks

The buyer may request product samples for testing. These are assessed for quality, safety, and suitability to ensure they meet Shoprite's standards and customer expectations.

Step 3

Pre-Screening Interview

After documents are reviewed, a pre-screening interview is scheduled. This short session allows Shoprite to confirm key business details, clarify any document queries, and assess initial fit. It also gives suppliers an opportunity to better understand expectations before proceeding to the next stage.

Step 6

Onboarding Begins

Once all checks are passed, the supplier onboarding process starts. Shoprite provides support and guidance to help integrate your products into the business smoothly and efficiently.

Step 4

Introductory Meeting

After the pre-screening, a positive and collaborative meeting is held with a Shoprite buyer or supplier development representative. This is an opportunity to present your business, products, and capabilities, and explore how these align with Shoprite's goals. Suppliers who demonstrate strong alignment and meet key requirements will be invited to proceed to the sample and quality check stage.

Small Supplier Document Checklist

Becoming a valued supplier for the Shoprite Group of Companies requires **precise and complete documentation**. To help you achieve this, we have created a detailed checklist outlining specific document requirements. This checklist ensures that your application adheres to our standards and streamlines the process.

Please review the document checklist carefully to ensure that your submission is aligned with our criteria, is up-to-date, and accurate.



[Click here to view and/or download free business templates](#)



Small Supplier Document Checklist (cont.)

Business Profile	<ul style="list-style-type: none"> <input type="checkbox"/> Company Info: Provide detailed company name, registration number, and contact details. <input type="checkbox"/> Ownership: Share an overview of your company's ownership structure, including shareholders, directors, and partners. <input type="checkbox"/> Mission & Values: Describe your company's mission, values, and goals concisely. <input type="checkbox"/> Products: Specify the products you intend to supply to the Shoprite Group, including categories and specifications. <input type="checkbox"/> Market Reach: Outline your current market presence, including geographic areas and target demographics. <input type="checkbox"/> History: Highlight key milestones and achievements in your company's history. <input type="checkbox"/> References: If applicable, include references from previous clients or partners.
Proof of Annual Turnover	<ul style="list-style-type: none"> <input type="checkbox"/> Financial Statements: Provide audited or certified financial statements for the past fiscal year, including income, balance sheets, and cash flow. <input type="checkbox"/> Revenue: Clearly indicate the annual turnover amount to confirm compliance with the Shoprite Group's size criteria.
B-BBEE Certificate	<ul style="list-style-type: none"> <input type="checkbox"/> Valid Certification: Ensure your B-BBEE certificate is valid and up to date. <input type="checkbox"/> Verification Agency: Specify the issuing verification agency. <input type="checkbox"/> Compliance Level: Clearly state your B-BBEE compliance level.
Health & Safety Certificate (if applicable)	<ul style="list-style-type: none"> <input type="checkbox"/> Applicability: Confirm whether your business requires a Health & Safety Certificate based on your products or operations. <input type="checkbox"/> Validity: Ensure the certificate is valid and issued by a recognised authority. <input type="checkbox"/> Compliance: Demonstrate compliance with relevant health and safety regulations.



[Click here to access a free affidavit creator](#)

How to Become Retail Ready

Becoming Retail Ready

At the Shoprite Group, we believe that being "**retail ready**" is not just a goal but a fundamental requirement for our suppliers. Retail readiness means your products are prepared to meet the high standards and expectations of our customers and can seamlessly integrate into our retail ecosystem.



Why Retail Readiness Matters



Customer Appeal

Retail-ready products are more likely to catch the eye of our customers. Their appealing packaging, clear labelling, and presentation on our shelves can significantly boost sales.



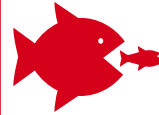
Efficiency

Retail-ready products streamline the stocking process, reducing the time and effort required for our staff to get your products on the shelves and into the hands of eager shoppers.



Brand Credibility

A well-prepared product conveys professionalism and trustworthiness, strengthening your brand's credibility in the eyes of both the Shoprite Group and consumers.



Competitive Advantage

Retail-ready products give you a competitive edge in a crowded marketplace. When your products are attractively packaged, clearly labelled, and readily available, they stand out among the competition.



[Click here to learn how Gail Freer from Popcakes became a retail-ready supplier](#)

Successful Retail Ready Examples

Brand Consistency

Renowned brands like Coca-Cola, Clover, and Cadbury excel at maintaining consistent packaging and labelling. This uniformity ensures easy recognition and builds strong brand loyalty.

Sustainable Packaging

Clover showcases a commitment to sustainable packaging, aligning with the Shoprite Group's environmental values and appealing to eco-conscious consumers.

Innovative Displays

Cadbury leads with captivating point-of-sale displays that boost sales and enhance brand visibility, elevating the shopping experience.



[Click here to learn how Mpho Mohaswa from Precious and Pearl became a retail-ready supplier](#)

Supply Chain Logistics & Distributions

Delivery Requirements

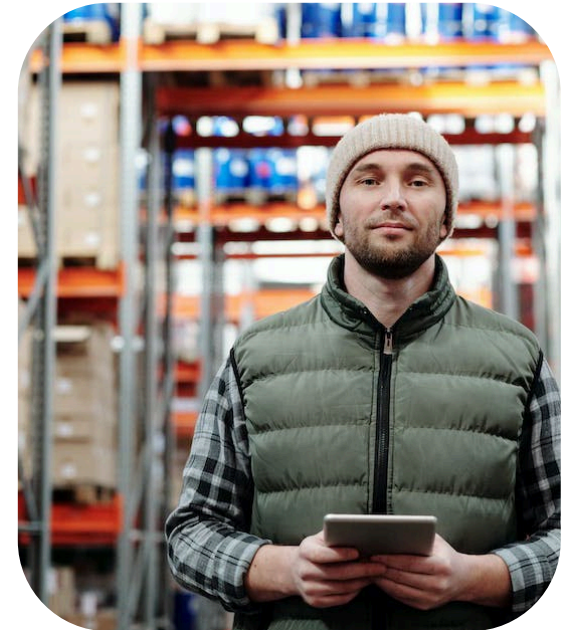
Familiarise yourself with our delivery requirements, including packaging specifications, delivery schedules, and transportation standards. Accurate, on-time deliveries are essential to keep our shelves stocked.

Order Fulfillment

Be prepared to fulfill orders promptly and efficiently. Stock availability, accurate order processing, and effective inventory management are key components of successful order fulfillment.

Communication

Maintain open communication channels with our supply chain and procurement teams. Timely updates on stock levels, production changes, and delivery schedules are vital for smooth operations.



Practical Tips and Guidelines

Packaging

Ensure your packaging is not only eye-catching but also practical.

Consider durability, ease of handling, and efficient use of shelf space. Make it easy for customers to identify your brand and product.

Labelling

Clear and comprehensive labelling is essential. Include product names, descriptions, ingredients, nutritional information, barcodes, pricing, and any necessary certifications. Ensure all labelling complies with industry standards and regulations.

Product Presentation





Your products should be well-presented on our shelves, making them easily accessible and visually appealing. Consider point-of-sale displays and signage to draw attention to your products.

Quality Control

Implement rigorous quality control processes to maintain consistent product quality. Customers trust in the reliability of the Shoprite Group, and your product's quality plays a vital role in that trust.



Free Small Business Courses: **Everything You Need to Know to Get Started**

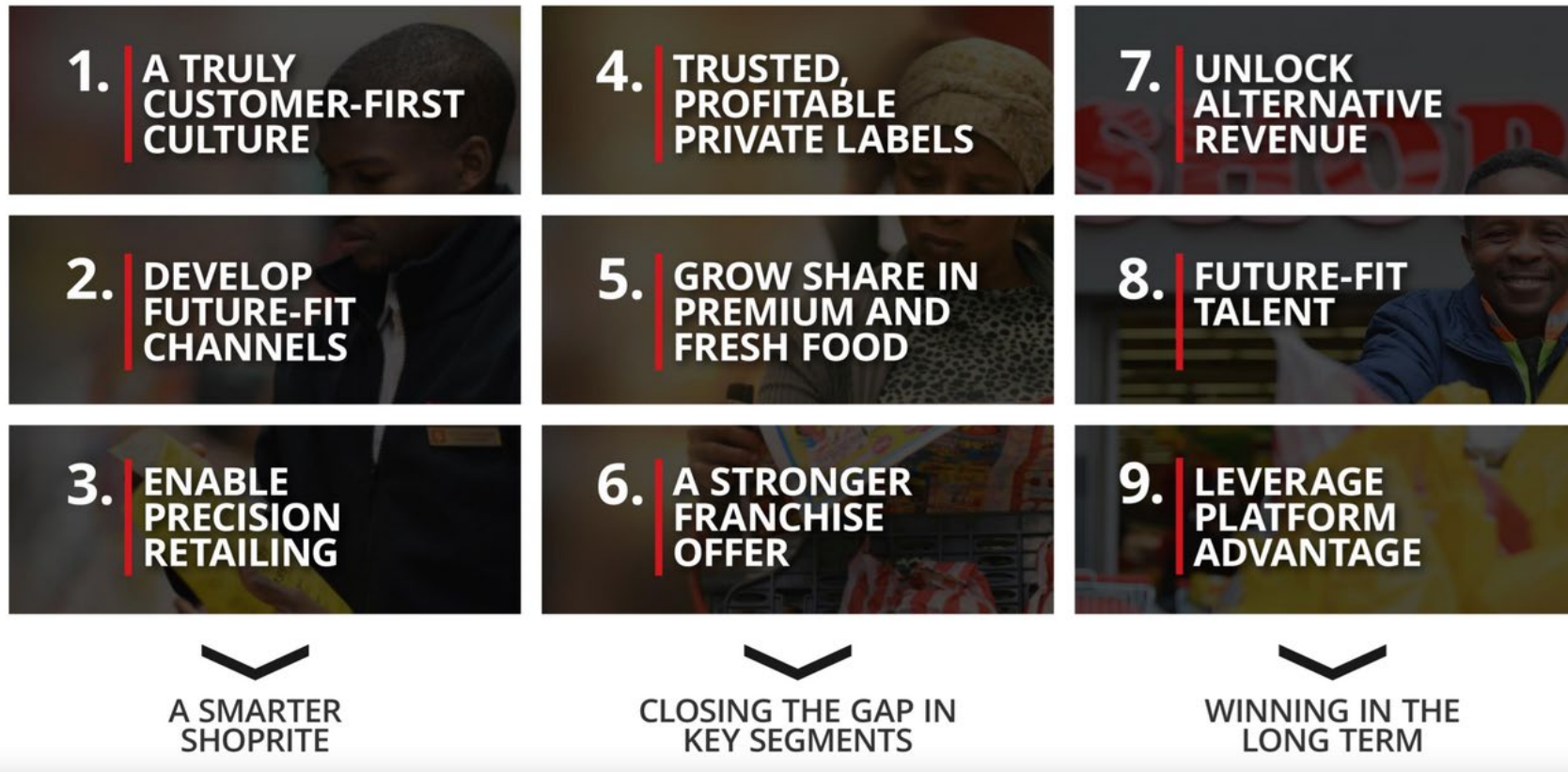
	Click Here: Learn how to start a small business
	Click Here: Learn how to differentiate your business from your competitors
	Click Here: Learn how to identify your target audience
	Click Here: Learn why cash flow is important to your business



Building Strong Partnerships

Partnering with the Shoprite Group

At the Shoprite Group, we believe that **strong and collaborative partnerships** are the foundation of mutual success. Building a robust relationship with us is not just a goal; it's a crucial element of a thriving supplier-retailer partnership.

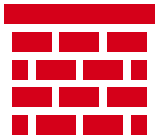


The Impact of A Strong Partnership



Growth

Partnering with the Shoprite Group means expanding your reach and brand recognition.



Stability

Dependable relationships lead to long-term stability.



Customer Satisfaction

Satisfying customers is our shared goal.



Tips on Building Strong Partnerships



Effective Communication

Open and transparent communication is the cornerstone of any fruitful partnership. Keep the lines of communication open with your dedicated Shoprite Group contact, promptly addressing any concerns or inquiries. Regular updates and feedback are invaluable for mutual understanding and growth.



Responsiveness

Be responsive to changes and opportunities. Adapt to market demands and consumer trends swiftly. A proactive approach to addressing issues demonstrates commitment to the partnership.



Meeting Deadlines

Consistently meet deadlines for product deliveries, order fulfillment, and any other commitments. Timely and reliable deliveries ensure that our customers have access to your products when they expect them, enhancing their trust in both your brand and that of the Shoprite Group.

Frequently Asked Questions

- **Can I become a supplier if I am not VAT registered?**
Yes, you can still register/apply to become a supplier without being VAT registered. A certified copy of the owner's identity document will then be required.
- **Can I become a supplier if I do not have a registered company?**
Yes, you can still register/apply to become a supplier without having a registered company. A certified copy of the owner's identity document will then be required.
- **Can I become a supplier if I am food safety compliant?**
If you are a Foods supplier, you will have to be food safety compliant. We have a team of food technologists who can offer guidance as to how to get your premises food compliant.
- **Do I qualify to become a SMME supplier if I import my products and resell them to the South African market?**
The SMME programme is aimed at growing the South African economic sector and therefore we aim to list suppliers who produce and source products locally. Imported products can however still be listed via our normal listing channels.
- **Do I qualify to become an SMME supplier if I do not have a B-BBEE certificate?**
You can still qualify for the SMME program if you do not have a B-BBEE certificate. Simply go to your nearest police station and complete an affidavit to confirm your B-BBEE status.
- **Does my product need to be ready and packaged with appropriate labelling, barcoding, etc., to become a supplier?**
Yes, for your product to be considered for retail, it must be retail-ready, including proper packaging, labelling, barcoding, and meet all essential retail requirements. Ensuring your products meet these standards will enhance your chances of becoming a successful supplier in the retail market.

Supplier Support Directory

Institution Name	Email	Phone	Website
Shoprite Group	n.a	021 980 4000	https://www.shopriteholdings.co.za/suppliers.html
Small Enterprise Development Agency (SEDA)	info@seda.org.za	0860 103 703	www.seda.org.za
Small Enterprise Finance Agency (SEFA)	info@sefa.org.za	012 748 9600	www.sefa.org.za
National Empowerment Fund (NEF)	info@nefcorp.co.za	011 305 8000	www.nefcorp.co.za
Industrial Development Corporation (IDC)	contactus@idc.co.za	0860 693 888	www.idc.co.za
The Business Place (TBP)	info@tbp-nmb.co.za	041 581 4165	www.tbp-nmb.co.za
National Youth Development Agency (NYDA)	info@nyda.gov.za	0800 52 52 52	www.nyda.gov.za

Institution Name	Email	Phone	Website
Limpopo Economic Development Agency (LEDA)	info@lieda.co.za	015 295 9303	www.lieda.co.za
Mpumalanga Economic Growth Agency (MEGA)	info@mega.gov.za	013 766 5057	www.mega.gov.za
Northwest Development Corporation (NWDC)	info@nwdc.co.za	018 381 3664	www.nwdc.co.za
Free State Development Corporation (FDC)	info@fdc.co.za	051 400 0800	www.fdc.co.za
Department of Economic Development and Tourism (Western Cape)	ecohead@westerncape.gov.za	0860 142 142	https://www.westerncape.gov.za/dept/edat

Ready to Join Us as A Supplier?

Now that you have all the essential insights and resources at your fingertips, it's time to take the next exciting step in your journey to becoming one of our valued suppliers. Don't wait any longer; seize this opportunity to join our thriving network of suppliers who are making a significant impact in the retail industry.

Apply now and kickstart your journey towards success.

Visit our **supplier portal** to get started. If you need assistance, our support team is here to help at 021 980 4000. Don't miss out on this opportunity – apply today and be part of the Shoprite Group's success story!