

Informal Independent Retail Channel

Channel Portraits



INFORMAL CONVENIENCE SMALL SPAZA



DEFINITION

Very small (< 20m²) **counter-service** or **window-service** store, often attached to a house or in a container. **Independently**, mostly foreign-owned'. Selling a very **limited range** of primarily **impulse products** often from behind bars with **no shopper interaction** with the product. Open anytime (24-7 / on-request). **1 pay point**.

CUSTOMERS / # OUTLETS

- Total Sub-Channel estimated at ±35,000 stores, examples listed:
- Queens Counter Service
 - Joshua Cash Store
 - Ekasi Tuckshop
 - Tawakal Tuckshop
 - Mngobisi Tuckshop
 - ASA Trading Enterprise
 - Funeka's Inn
 - Zakhele Tuckshop
 - Ekhehleni Tuckshop
 - Emfuleni Tuckshop
 - White House Tuckshop
 - Zinigi Tuckshop
 - Ceel Baraf Supermarket
 - Trading Tuck Shop

Store numbers rounded

SHOPPER PROFILE

- Predominantly females, but a high percentage of males
- Fairly evenly spread across all age groups, with a slant towards young children and 15 – 24 year olds
- Black South Africans over indexed
- LSM 1 – 4 (location dependent)
- Main source of income – social grant/single breadwinner with limited disposable income
- Brand conscious and not too price sensitive on known brands. This is due to sensitivity around product quality which could affect the greater family for whom the products are purchased.

SHOPPING MISSION

- Primary:**
Immediate consumption needs
- Secondary:**
Top-up (daily)

SHOPPING INFLUENCERS

- Pack sizes
- Range to fulfil mission (trusted brands)
- Accessibility
- Trust

LOCATION

Located in township and rural communities - attached to a house or in close proximity to shoppers home, schools, factories and community centres

DOMINANT CHANNEL TRENDS

- Quality brands
- Product Range - small pack size
- Fast movers / KVI's
- Offering value for money

PROMO PLATFORMS

- Print media (leaflets), in-store media (giveaways, on-shelf POS), outside store posters

STORE ATTRIBUTES

Trading sqm	5m ² to 20m ²
Number of Aisles	n/a
Width of Aisles	n/a
Tillpoints	1 (behind bars)
SKU's	50 to 100
Opening Hours	24/7 or on request

Service Depts Deli, Butchery, Bakery	n/a
Fresh	Highly limited
VAS	Highly limited

Ave. basket (R')	R5 to R50
Time in store (mission dependent)	5 minutes or less
Frequency	5 visits per week