

Informal Independent Retail Channel

Channel Portraits



INFORMAL CONVENIENCE SPAZARETTE



DEFINITION

Small (±60 – 150m²), walk-in, largely **self-service** store. **Independently**, mostly foreign-owned'. Selling primarily grocery items, including homeware, personal care, food and perishables (**Limited fresh/prepared food**) to fulfil from **daily/weekly** consumption needs to large **bulk packs** for household sharing. Open long hours / 24-7

CUSTOMERS / # OUTLETS

Total Sub-Channel estimated at ±30,000 stores, examples listed:

- Sangeeta Superstore
- Choice Supermarket
- Max Supermarket
- OMN Tuckshop
- Africa General Dealer
- Bongani General Dealer
- TM Supermarket
- AL-Adal Supermarket
- Kagiso African Delights
- Butana Supermarket
- PK Supermarket
- Jackpot Supermarket
- B.O.B. Mini Supermarket
- Halfway Fruit and Veg Supermarket

Store numbers rounded

SHOPPER PROFILE

- Mainly female (housewives) and young adults, with a percentage of working males
- Wide age profile, predominantly 50+ years
- LSM 1 – 7 (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:**
Top-up (daily)
- Secondary:**
Immediate consumption needs

SHOPPING INFLUENCERS

- Range to fulfil mission (trusted brands)
- Accessibility (due to travel constraints)
- Trust

LOCATION

Township, rural and urban neighbourhood areas, with some located in close proximity of shoppers home, schools, high traffic areas or key commuter nodes.

DOMINANT CHANNEL TRENDS

- Price & Value for money
- Right Range – small packs, bulk packs, hampers, quality brands
- Limited large packs available

PROMO PLATFORMS

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

STORE ATTRIBUTES

Trading sqm	60m ² -150m ²
Number of Aisles	Average 2
Width of Aisles	Approx 1m
Tillpoints	1 to 2
SKU's	±500 to 2,000
Opening Hours	7am to 8pm or 24/7 location dependent

Service Depts Deli, Butchery, Bakery	Limited
Fresh	Limited
VAS	Limited

Ave. basket (R')	R150 to R500
Time in store (mission dependent)	5 to 15 minutes
Frequency	2 to 3 visits per week