

# Informal Independent Retail Channel

## Channel Portraits



### INFORMAL CONVENIENCE SUPERETTE



#### DEFINITION

**Small** (150 – 500m<sup>2</sup>) **self-service, walk-in store**, Selling food and essential household products to fulfil a planned **monthly stock up** or **emergency shop**. Often multiple **service departments** (bakery, fresh produce and/or butchery, homemade fast food such as vetkoek etc.). Often cramped and sometimes untidy. Open **convenient hours**. Ownership and geography (mostly CBDs or townships) distinguish this format from Convenience B stores.

#### CUSTOMERS / # OUTLETS

Total Sub-Channel estimated at 2,500 to 17,000 stores, examples listed:

- Redoubt Supermarket
- TAJ Supermarket
- Shame Spice World Supermarket
- Mokgobu Supermarket
- Choice Supermarket
- Fair Price No. 2 Supermarket

Store numbers rounded

#### SHOPPER PROFILE

- Predominantly female (housewives), with a percentage of male shoppers
- Wide age profile, predominantly 35-50+ years
- Black and Indian over indexed (highly location dependent)
- LSM 1 - 6 (location dependent)
- Brand conscious and not price sensitive on known brands due to concerns of risk in (high risk of purchase)

#### SHOPPING MISSION

- Primary:**  
Monthly stock up (hampers, transport factored in)
- Secondary:**  
Top-up (daily) and immediate consumption needs

#### SHOPPING INFLUENCERS

- Convenience
- Accessibility
- Service
- Range to fulfil mission (trusted brands)
- Trust
- Price

#### LOCATION

Located mostly in CBDs, townships or neighbourhoods. Found in strip malls or standalone in close proximity to shoppers' home, community centres or schools.

#### DOMINANT CHANNEL TRENDS

- Value for money
- Right Range & pack sizes
- Convenience – meal solutions

#### PROMO PLATFORMS

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

#### STORE ATTRIBUTES

<b>Trading sqm</b>	150m <sup>2</sup> - 500m <sup>2</sup>
<b>Number of Aisles</b>	2 to 5
<b>Width of Aisles</b>	Approx. 1.5m
<b>Tillpoints</b>	2 to 5
<b>SKU's</b>	1,000 to 3,000
<b>Opening Hours</b>	7am - 8pm

<b>Service Depts Deli, Butchery, Bakery</b>	Limited, store/SQM dependent
<b>Fresh</b>	Limited, store/SQM dependent
<b>VAS</b>	Limited, store/SQM dependent

<b>Ave. basket (R')</b>	R50 to R500
<b>Time in store (mission dependent)</b>	10 to 30 minutes
<b>Frequency</b>	2 to 3 visits per week