

Informal Independent Retail Channel

Channel Portraits



MIDI WHOLESALE



DEFINITION

A **small** (60 – 500m²) primarily wholesale self-service outlet, mostly **foreign-owned**. Sell **fast-moving bulk / break-bulk** lines across dry groceries, home and personal care products to commercial (small and large spaza, spazarette and superette) customers. Stock is mostly **purchased from pure and hybrid wholesale outlets** and often re-packed into mini-bulk packs.

CUSTOMERS / # OUTLETS

- Ethio Bangla Cash & Carry (1)
- Kingston Wholesalers (1)
- Reliable Produce and Provisions (1)
- Madiba Cash & Carry (1)

Store numbers rounded

SHOPPER PROFILE

- Primarily male
- Foreign customers over indexed
 - Independent traders, general dealers, catering establishments, small informal traders and hawkers
- LSM 1-6
- Limited hybrid trading does occur, servicing the individual customer

DOMINANT CHANNEL TRENDS

- Collaborative buying
- If price is right, purchases will be made from corporate or independent retail outlets as well

LOCATION

Primarily in township areas, in close proximity to informal retail communities

Closer to the commercial customer (trader) than the larger wholesalers

SHOPPING MISSION

- Primary:**
Traders or business owners: Stock up for resale (monthly, weekly)
- Secondary:**
Traders or business owners: Top-up for resale (weekly, daily)

SHOPPING INFLUENCERS

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

PROMO PLATFORMS

- Print media (leaflets, community newspapers), Mobile (direct SMS/WhatsApp)
- In-store media (on-shelf POS)
- Outside store posters

STORE ATTRIBUTES

Trading sqm	60 – 500m ²
Number of Aisles	1 to 2
Width of Aisles	Approx. 1m
Tillpoints	1 (behind a counter)
SKU's	1,000 – 5,000
Opening Hours	7am-6pm

Service Depts Deli, Butchery, Bakery	N/A
Fresh	Limited, store/SQM dependent
VAS	Highly Limited

Ave. basket (R')	R1 500 - R7 000
Time in store (mission dependent)	Weekly: 10-30 mins; Bi-weekly: 10-20 mins
Frequency	2 to 3 visits per week