



Supersave Food Town Hyper in Pietermaritzburg, KZN, started trading 34 years ago in 1984 and has become an iconic store in the area, with thousands of shoppers passing through the doors each week.

Two UMS members nominated for an International award

Local independent retailers achieve retail excellence

Two independent South African retailers – KZN-based stores Supersave Food Town Hyper and Take n Pay Food Town Hyper – have been selected as nominees in the IGA (Independent Grocers Alliance) International Retailer of the Year awards, achieving and exceeding a selection of criteria against which all participating stores from around the world are judged.

Supersave Food Town Hyper and Take n Pay Food Town Hyper are members of Unitrade Management Services (UMS) and as such, receive ongoing assistance from UMS to grow and build their businesses. UMS has over 400 independent retail and wholesale members that together form a powerful force in the market, enabling these entrepreneurial, family-owned businesses to flourish.

The IGA is a global retail alliance group that was founded in 1926 to bring family-owned, independent retailers together under the IGA brand, to give them the ability to better compete, while at the same time allowing them to stay true to who they are – local, community-based stores who serve the needs of their unique communities.

UMS is the exclusive partner for IGA in Africa, with the two organisations sharing a common vision to join hands with independent retailers, to build strong and successful businesses. The IGA has a brand affiliation with over 6 000 independent retailers in more than 30 countries around the world.

UMS provides marketing, strategy, operational support, financial management, IT, business development and buying power

to independent wholesalers and retailers, through personal service and strong partnerships. "The partnership always results in the development of a better business for all," says Pereira.

Shopping local builds a strong, relationship-based local economy, provides jobs for residents and retains more of the money spent by locals in their communities.

The nomination criteria

Supersave Food Town Hyper and Take n Pay Food Town Hyper were nominated by the IGA in recognition of their excellence in retailing, meeting a selection of globally applied criteria determined by the IGA, which includes outstanding housekeeping, first-rate service levels, high standards of service departments and consistent pricing. The criteria also include how the store owner ensures that their store stands out from the competition, drives departmental sales, keeps shoppers coming back and solves specific problems they face in their unique market. Co-owners Abu Khatib and Suhail Bayat from Supersave Food Town Hyper and owner Ismail Salajee from Take n Pay Food Town Hyper will join a group of nominated retailers from around the world at the IGA Rally in San Diego, California on 22-24 February 2019, where the winners will be announced.



The extraordinary business of Take n Pay Food Town Hyper in Chatsworth was established in 1998 when the founders saw an opportunity to cater for the local community, including the many farmers and informal traders selling their goods and products in the area.

Supersave Food Town Hyper

Supersave Food Town Hyper began as a 600m² store 34 years ago when Abu Khatib opened the business in March 1984 to serve the Pietermaritzburg community. Its success has been phenomenal. From those early days, the business has grown to 4 000m² and has become an icon in the area, with thousands of shoppers passing through the doors each week. Khatib “lives and breathes retail”, says his son-in-law and co-owner Suhail Bayat, who joined the business nine years ago. Bayat, who is as passionate about retail as his father-in-law, brings new ideas and innovations to the business, with plans to take the store to even greater heights over the next few years. The most recent revamp took place two months ago, with both the exterior and interior of the store getting a full makeover. The store has 185 employees, 48 tills, a massive assortment of groceries and an array of service departments, including butchery, bakery, fresh produce, deli, hot foods and takeaway. The shopper profile ranges from LSM2-10, with the diverse customer base attracted by highly competitive pricing and the scale and selection of SKUs on offer. Trading hours are from 7 am to 6.30 pm, Monday to Sunday. The store runs two promotions per month on leaflet, advertising in the local papers and on radio. They are also very active on social media. Customer service excellence is key to the store’s appeal.

Take n Pay Food Town Hyper

The extraordinary business of Take n Pay Food Town Hyper was established 20 years ago in November 1998 in the heart of Chatsworth, KZN, where the founders saw an opportunity to cater for the local community. The business was inspired in part by the many farmers and informal traders selling their products and goods in the area, and the store was a way of providing a space for trading. Take n Pay supermarket was born, and has since become a landmark in the area.

In 2010, current owner Ismail Salajee and his dynamic, vibrant team took over the business and the store underwent a massive revamp in 2013. Currently, the



Look at me now! The good-looking butchery at Supersave Food Town Hyper. The store – including the butchery – underwent a revamp in September 2018.



Supersave Food Town Hyper has 48 till points. The number of shoppers at this store have to be seen to be believed, and its 185 employees are kept busy all day, every day with the trading volumes here.



Fresh produce at Supersave Food Town, making use of cool green colours and lifestyle signage to promote the produce on offer.

business of Take n Pay has two stores under its umbrella – the other store is situated in Amanzimtoti – and there are plans afoot to increase this number in the near future.

Take n Pay Food Town Hyper in Chatsworth offers its loyal customers 3 000m² of shopping space, and also has a 3 000m² warehouse. 30 tills service the thousands of people who shop here each month, with trading hours from 8 am to 6 pm, Monday to Sunday.

With a huge range on offer, service departments including butchery, bakery, fresh produce and deli, and a multitude of activities and promotions throughout the year, customers absolutely love this store.

Giving customers what they want

Both stores trade in a wide range of categories, including dry groceries, commodities (sugar, maize, oil, rice and flour), canned goods, perishables, cold beverages, dairy, sweets and snacks, baby food and non-food products, toiletries and personal care, household cleaning products, general merchandise, small appliances, stationery, DIY and hardware.

Community spirit

UMS members – independent, community-serving retail and wholesale businesses – give back to their communities through countless initiatives for those who need it most, benefiting the very people who shop at these stores. Community involvement is an important consideration for IGA when selecting their nominees for the awards.



"We always shop at Take n Pay Food Town Hyper because the quality is excellent and the prices are really good." The customers at this store absolutely love shopping here.

The Supersave Foodtown Hyper Interschool Sports Day and Big Walk is just one example of the difference that local retailers can make to their community. Over 2 000 children from six local schools were invited to this event in April 2018, which was aimed at instilling healthy habits in children, encouraging good health, eating properly and getting enough exercise. "We have a close-knit relationship with our communities and we believe this is a meaningful way of giving back. It is an honour for our store to be involved in community-based events," says Suhail.

Commenting after last year's IGA International Retailer of the Year awards, IGA CEO John Ross says it is amazing to see

the entrepreneurial spirit, sense of pride and creativity of independent local retailers. "While these stores are a clear representation of the diversity of different cultures from around the world, the one thing that is common across all of them is their commitment to the customers and communities they serve."

First-class shopping experience

"Our members provide a great shopping experience and highly competitive pricing to their customers," says Jad Pereira, CEO, UMS. "We are so proud of the achievements of our two nominees. Their dedication to the well-being of their communities, and their commitment to providing a first-class store for their customers, is truly inspirational."



Merchandising at Supersave Food Town Hyper. Both stores trade in a wide variety of categories, including dry groceries, commodities (sugar, maize meal, oil, rice and flour), canned goods, perishables, cold beverages, dairy, sweets and snacks, baby food and non-food products, toiletries and personal care, household cleaning products, general merchandise, small appliances, stationery, DIY and hardware.



Supersave Food Town Hyper, which began as a 600 m² store, currently has a trading area of 4 000m².