UMS AFRICA WINS INTERNATIONAL AWARDS

INDEPENDENT retail in Africa has been acknowledged on a global stage, with two South African stores being the recent recipients of five international awards given for best practice and excellence in retailing.

The (IGA) Independent Grocers Alliance International Retailers of the Year Awards 2019 recognised SuperSave Food Town Hyper and Take n Pay Food Town Hyper as stores of excellence, measured against a selection of globally recognised criteria, including outstanding housekeeping, first-rate service levels, high standards of service departments, consistent pricing and community involvement.

SuperSave Food Town Hyper and Take n Pay Food Town Hyper are members of voluntary trading group Unitrade Management Services (UMS) (Pty) Ltd and between them they collected five awards.

The criteria also analyse how the store stands out from the competition, drives departmental sales, keeps shoppers coming back and solves specific problems they face in their unique market. "We are so proud of the achievements of our two winners. Their dedication to the well-being of their communities, and their commitment to providing a first-class store for their customers, is truly inspirational," says Jad Pereira, CEO, UMS. The awards were handed out at a prestigious event in San Diego, California on 22 February 2019.

(L-R): Mark Batenic, outgoing CEO of the IGA; Abu Khatib, co-owner, SuperSave Food Town; Jad Pereira, CEO, UMS; Suhail Bayat, co-owner, SuperSave Food Town; and John Ross, CEO, IGA.

GROWTH THROUGH POWERFUL PARTNERSHIPS

The UMS mission of building the businesses of independent retailers and wholesalers is made possible through its commitment to strong partnerships. UMS is the exclusive partner for IGA in Africa, with the two organisations sharing a common vision to join hands with independent traders, 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. "The partnership always results in the development of a better business for all," says Jad.

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.

RECOGNITION FOR RETAIL BEST PRACTICE

Each year, the IGA International Retailers of the Year awards are presented to an elite group of retailers who are selected for delivering the best grocery shopping experience in their communities.

International Retailers of the Year Award. Out of 6 000 IGA stores globally, SuperSave Food Town Hyper and Take n Pay Food Town Hyper are part of a select group of five stores that received this accolade in 2019.

Innovation Awards. SuperSave Food Town Hyper won the 2019 President's Award for Innovation, in recognition of outstanding and inspiring retail innovation. The supporting submission, "Remote Pamphlet Delivery," looked at how the store reaches outlying townships that receive little or no print media. SuperSave Food Town Hyper branded a fleet of vehicles with bright signage displaying information about the store, which also highlighted an annual promotion during which they gave away five VW Polo Citi cars. The vehicles were equipped with loudspeakers to pay music, to attract local residents in order to hand out pamphlets that included details about in-store specials.

Best Practice Awards. IGA handpicked 13 Best Practice finalists, selected for their creativity, ability to increase sales, and adaptability to market conditions and competition, then asked the industry to vote for the best. Take n Pay Food Town Hyper and SuperSave Food Town Hyper were both chosen as finalists.

- Take n Pay Food Town Hyper's nomination was supported by a submission called "Expand your selling space with an outdoor Supplier's Day festival." During this event, each supplier is given a space outdoors to promote their choice of products to the store's customers, and offer special giveaways and activities. There is plenty of family-focused entertainment to create a carnival-like atmosphere. The last event saw a 35% increase in sales turnover and a 40% increase in foot traffic. Everyone benefits – the store, customers and suppliers.
- SuperSave Food Town Hyper was nominated on the merit of its "Community Sports Day" submission, to host a day-long event promoting health and wellness. This highlighted how the store worked with local schools to promote health and wellness among local children. The students participated in a variety of activities, including a Big Walk and soccer match. At the end of the day, the winning school was presented with a monetary donation for upliftment of their sports facilities.

COMMITTED TO SA FAMILY ENTREPRENEURS

Independent wholesalers and retailers in South Africa serve approximately 70% of South Africa's consumers. Many of these family-owned businesses have been serving their communities for decades, with the business being passed on through generations.

UMS was established to contribute positively to the success and sustainability of the independent wholesale and retail market in Southern Africa. The group provides an extensive range of key business solutions to independent FMCG wholesale and retail traders, enabling these entrepreneurs to compete effectively in all areas with the corporate chains. "The recognition UMS received at the 2019 IGA International Retailer awards is testament to the spirit of entrepreneurship of independent retailers in South Africa," says Jad.

With a strong southern African footprint and R38 billion in member sales as at February 2019, UMS has travelled a long road since its early beginnings in 2001, where they began with a clear vision, faith and two member stores.

Jad Pereira representing Take n Pay Food Town Hyper as winner of the 2019 IGA Best Practice Award.

SUCCESS AND PARTNERSHIP OF FAMILY BUSINESSES

SuperSave Food Town Hyper and Take n Pay Food Town Hyper have built their family-owned businesses to become first-rate community-based stores serving the needs of their unique communities. "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," says Dustin Pereira, Managing Director, UMS.

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 4 000 m² 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 shopper profile ranges from LSM2-6, 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.

Fact File - SuperSave Food Town Hyper

Trading commenced: March 1984
Started as: 600 m²
Trading area: 4 000 m²
Recent revamp: September 2018
Number of employees: 185
Number of tills: 48
On offer: Groceries, butchery, bakery, fresh produce, deli, hot foods, takeaway
Shopper profile: LSM 2-6

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. The store was a way of providing a space for trading.

Take n Pay supermarket is a landmark in the area. The store underwent a massive revamp in 2013. Currently, the 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. 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.

Fact File – Take n Pay Food Town Hyper

Trading commenced: November 1998
Started as: A space for local farmers and informal traders
Trading area: 3 000 m²
Warehouse: 3 000 m²
Number of tills: 30
On offer: Groceries, butchery, bakery, fresh produce, deli

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.

PUTTING INDEPENDENTS FIRST

The UMS Mission: "Dedicated to the task of Building Better Businesses"

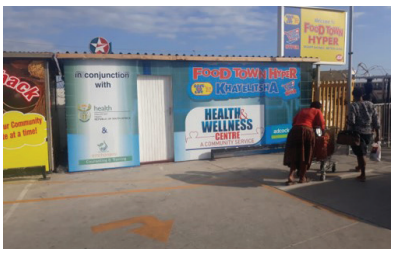
"UMS didn't just push the boundaries of the status quo, we redefined the current thinking that suppliers had about independents, which perceived these stores as large warehouses with absolutely no customer experience, no service and no customer loyalty apart from pricing. Our model provided a platform from which independent store owners could effectively compete in all ways against the corporates." – Jad Pereira, CEO, Unitrade Management Services.

HEALTH AND WELLNESS CLINICS

Caring for communities is part of Unitrade's core values and with this in mind, the Consolidated Store Holdings (CSH) division of the business has launched five Health and Wellness Clinics, at Rustenburg Food Town Hyper; Three Star Cash & Carry Powertrade (also Rustenburg); Savemoor Food Town Hyper (Springs); Food Town Transito Cash & Carry in Welkom; and Food Town Khayelitsha Hyper in the Western Cape. The clinics, some of which are run in partnership with Hospice, provide primary health services, including:

- HIV Counselling and Testing
- Gender-Based Violence Counselling
- Chronic Illness Screening
- TB Screening
- STI Screening
- Referrals for the treatment of HIV, Chronic Illnesses, TB and STIs
- Gender-Based Violence interventions
- Nutrition Advice

The clinics have been fitted out with a small waiting room and furnishings to make them comfortable and welcoming for patients.



UMS BRANDS INTERNATIONALLY RECOGNISED FOR RETAIL EXCELLENCE

Powertrade

BUY BULK SAVE BIG

Powertrade is the UMS wholesale and hybrid store format, with both a bulk and a retail offer. Powertrade stores cater for the general public, stokvels and smaller traders who buy in bulk on a daily or weekly basis. These stores are characterised by triple volume shelving, a vast range and bulk stock. In-store signage, product displays, friendly staff and good service create a great shopping experience in a massive space. Powertrade stores range between 1 000m2 and 15 000m2.

Food Town and Food Town Hyper

BIGGER SAVINGS BETTER LIVING

Food Town is an alternative UMS retail store format catering for the general public. Stores are branded Food Town or Food Town Hyper and meet the localised needs of the community. Stores are upgraded on a regular basis to provide a first-class shopping experience. Food Town stores feature a fruit and vegetable department, butchery, bakery and hot food sections. Food Town stores range between 1 000m2 – 10 000m2

Best Buy

BEST VALUE BEST FOR YOU

Best Buy is an alternative UMS wholesale or hybrid store format, operating in a trading space of 1 000m2 to 10 000m2. Best Buy caters for the LSM 2-6 consumer and local retail owners and traders. These stores stock bulk and smaller pack sizes and may also feature service departments such as butchery, bakery and takeaway.

Price Rite

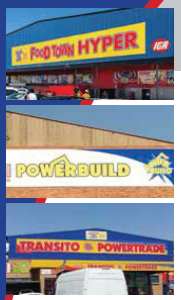
Price Rite is the UMS trading brand for large scale distribution centres of 10 000m2 – 15 000m2. Servicing wholesale customers, Price Rite distribution centres have a footprint that can reach up to 500 km from the DC, with deliveries taking place to rural areas and neighbouring countries.

Power Build

UMS has extended its reach into the hardware category, with its exciting Power Build brand. The UMS hardware offer includes a team of experienced staff, with the expertise to assist its members with range extensions, category planning, hardware merchandising and loss control. The shopper profile includes DIY customers, owner-builders, bakkie builders and contractors.

JOIN THE UMS FAMILY
A New Generation of Family Entrepreneurs

CALLING ALL
INDEPENDENT FOOD AND HARDWARE CASH & CARRY OUTLETS AND LARGE SUPERMARKETS



UMS provides a total business growth strategy for independent wholesalers and retailers, with innovative products and services that enable our members to compete effectively against formal retail. By combining the strengths of 450+ stores, UMS members not only receive excellent deals, but become part of a group that delivers a multitude of benefits for building their businesses.

PARTNER WITH PROGRESS
Are you ready to take your business to greater heights?

- Strategic direction and operational support
- National and divisional buying
- Marketing and promotions
- Community marketing initiatives
- Exclusive private label brand
- Centralised accounts; greater credit facilities
- IT infrastructure and support
- Order placement and online tracking
- Store staff training through the UMS Academy
- Global affiliation through the UMS/IGA partnership
- Power Build brand for independent hardware stores

POWERFUL PARTNERSHIPS BUILDING BETTER BUSINESSES

Contact Unitrade Management Services and become part of our Team of Excellence.
www.unitrade.co.za

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