



Formal Independent Trade

Understand opportunities in the independent sector

Join us for a half-day retail briefing to learn more about the characteristics, trends, growth plans and strategies of the South Africa's formal independent retailer sector in order to align your business plans.

Why Attend this Briefing

- Get a view of the current South African **trading landscape, shopper needs states** and associated **retail trends** in the formal independent sector
- Understand what **changes** are taking place, and where the **growth** is coming from
- Gain insight into some of the key players' **strategies, growth drivers**, in-store activities and **opportunities** to help you build your customer business plans

Date 24 November 2020

Time 08h30 – 13h00

Price R3,500 pp or 10% discount (R3,150 pp per briefing) if attending all three Retail Briefings

Content Framework

- The South African FMCG trading context
- Market dynamics and trends in the formal independent sector
- Key player deep dives
 - Organisational structure
 - Brand positioning
 - Growth in store numbers
 - Strategic focus areas
 - What's going on in store
 - Supplier opportunities

Retailers Profiled

UMS, EST, Massmart Wholesale and other TBC

“ Inspirational. You really have broad knowledge on what you were presenting, I really learned a lot. ”



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