



# 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

### 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. ”*

### 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

**Date** 24 November 2020

**Time** 08h30 – 13h00

**Price** R3,500 pp or 15% discount (R2,975 pp per briefing) if attending all four Retail Briefings OR 3 free seats with the purchase of this Channel report



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