

**BOOK  
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# RETAIL BRIEFINGS

Keep up to date with what's shaping the FMCG sector



## CORPORATE RETAIL

29 September

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## INFORMAL RETAIL

15 October

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## HEALTH & BEAUTY

5 November

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## FORMAL INDEPENDENT

24 November

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For more information, please contact **Shelley van Heerden** on +27 [0] 31 303 2803 | [info@tradeintelligence.co.za](mailto:info@tradeintelligence.co.za) or visit [www.tradeintelligence.co.za](http://www.tradeintelligence.co.za)



# Corporate Retail

## Understand your corporate retail customer's strategies to build better business plans

To allocate resources for the best return on investment within corporate retail it is imperative to understand who is winning and who is losing. Attend our insights-rich retail briefing to get a view of your retailers' growth plans and strategies 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**
- Understand **who is winning and losing** in corporate retail to **align your investment**
- **Bring yourself up to date** on your retail customer's business performance, strategies, in-store activities and the opportunities therein to help you build your customer business plans

**Date** 29 September 2020

**Time** 08h30 –12h30

**Price** R3,500 pp or 15% discount (R2,975 pp per briefing) if attending all 4 Retail Briefings OR 3 free seats with the purchase of this Channel report

### Content Framework

- The South African FMCG trading context
- Top line retail trends
- Comparative performance across the major FMCG retailers
- Retail group deep dives
  - Organisational structure
  - Brand positioning
  - Financial performance overview
  - Growth in store numbers
  - Strategic focus areas
  - What's going on in store
  - Supplier opportunities

### Retailers Profiled:

Shoprite, Checkers, USave, SPAR, Pick n Pay, Boxer, Massmart (Group level only)



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# Informal Retail

Ti in collaboration with M4Jam and GG Alcock



## Actionable insights and opportunities to grow in this sector

The informal retail sector is an often forgotten playing field for many brands that seek growth and expansion. Although winning within the informal retail sector can be extremely challenging, it also presents significant opportunities found nowhere else in the South African FMCG trading environment. Despite the growing pressure on traders' operations and shoppers' disposable income, this is a retail sector worth investing in.

### Why Attend this Briefing

- Gain insight into the **size of the prize**
- Understand **retail behaviours & trends** in the informal retail sector
- Understand the **disruption of COVID-19**
- Identify **opportunities** available within this sector

### Content Framework

- Setting the scene "what is informal retail" – size, growth rate, channel formats, traders & shopper profile
- The Afropolitan – GG Alcock
- Impact of COVID-19
- Watch Live Research take place in the market – M4Jam
- Macro view of trends in the Informal Channel – TI
- Opportunities in Informal retail

**Date** 15 October 2020

**Time** 08h30 – 13h00

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# Health & Beauty

## Identify the opportunities arising within the health and beauty category

Winning within the health and beauty category requires a dynamic approach, where innovation is key and engagement with the retail customer and shopper builds relevance. Resilient and growing despite the ongoing pressure on shoppers' disposable income, it is a category worth investing in.

### Why Attend this Briefing

- **Look at latest trends** in healthcare, nutrition, personal care and beauty within FMCG retail
- **Understand the disruption of COVID-19** – the suppressed performance of beauty and the amplified relevance of healthcare and nutrition
- Gain **insights into the opportunities** available in the health and beauty category

### Content Framework

- Macro view of the trends and disruptors shaping health and beauty retail
- Deep dives of the key retail players in health and beauty
  - Organisational structure
  - Brand positioning
  - Growth in store numbers
  - Strategic focus areas
  - What's going on in store
  - Supplier opportunities

### Retailers Profiled

Total health and beauty landscape with a focus on Clicks and Dis-Chem

**Date** 5 November 2020

**Time** 08h30 – 12h30

**Price** R3,500 pp or 15% discount (R2,975 pp per briefing) if attending all 4 Retail Briefings OR 3 free seats with the purchase of the Clicks & Dis-Chem Retail Trade Profile reports



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# 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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