

# B2B eCommerce

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27 November 2023





# Agenda



- [eCommerce B2B Strategy](#)
  - [B2B Market Trends](#)
  - [Cash & Carry and Liquor Wholesale](#)
  - [Transpharm](#)
  - [Path Forward](#)
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# eCommerce B2B Strategy

*Scalable, Customisable, Enablement*

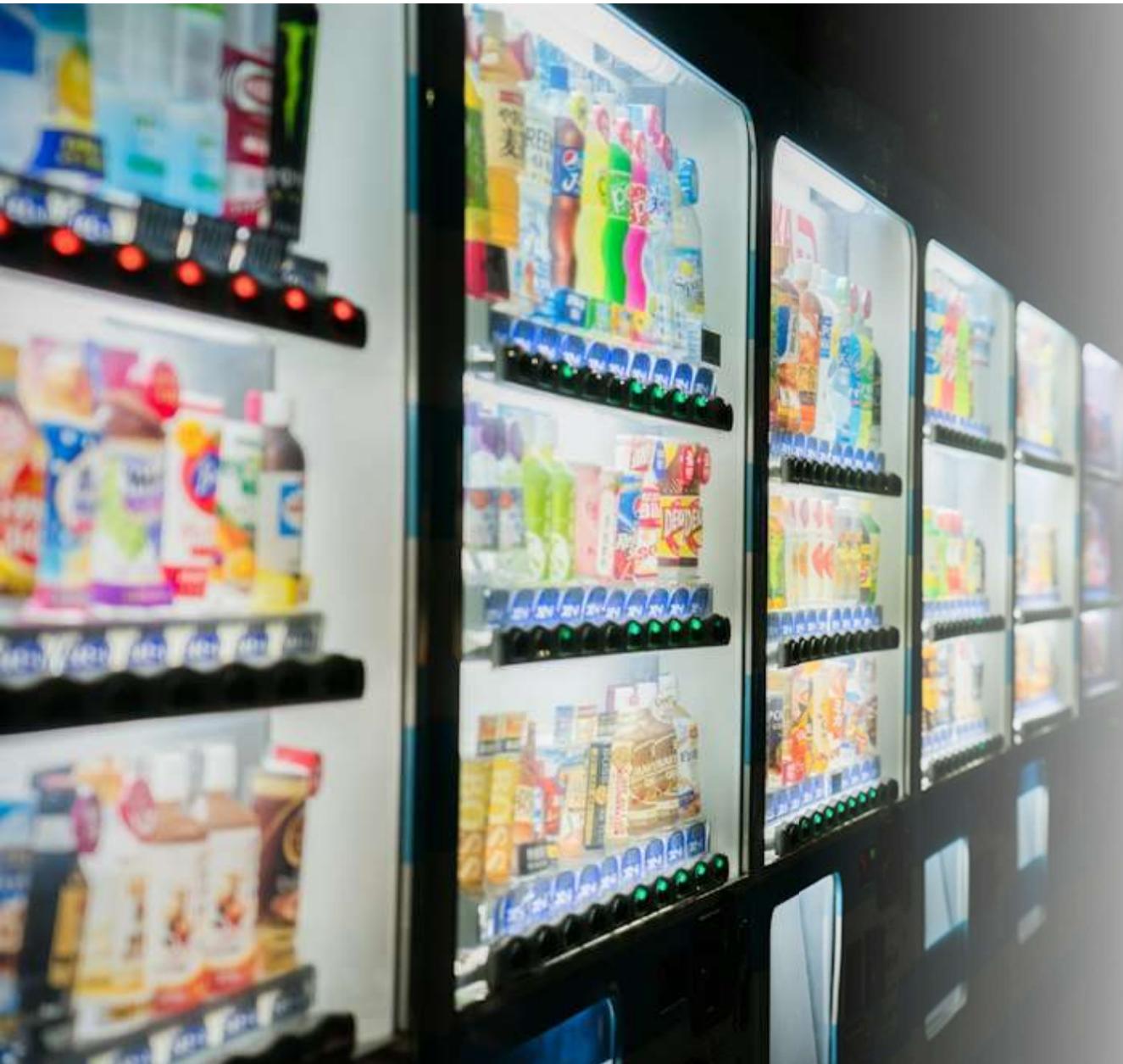


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# Scalable Omnichannel

Rapid delivery through use of scalable enterprise **capabilities** and **services** with all brands benefiting from the **continuous improvement** of the platform.





# Customisable Experiences

- Different Customer Profiles | B2B & B2C
- Multi System Integration | Positill, MS Navision, SAP
- Multiple Customer Channels | Mobile, Desktop, Telesales, Store
- Various Fulfilment Channels | DC, Store, Courier & Own Fleet
- Across Sectors | Pets, Liquor, Wholesale, Hotel & Catering and Pharmaceuticals

# Brand Enablement

- We enable brands speed-to-market with 3 – 6 month onboarding
- We support brands with Strategy Development, Business Operations Support, UX Design, Analytics & SEO, Merchandising, Product Management, Demand Management, Cyber Security and Technical Support



LiquorShop  
ONLINE

Wholesale  
**LiquorShop**  
SHOPRITE

**SHOPRITE**  
Cash & Carry  
Buy BIG Save BIG

 | Transpharm

Petshop  
science

# Vision to Execution

Priorities have shifted but we have continued to execute the core strategy

**Siloed and fragmented customer experiences:**

**Checkers**

**LiquorShop**

**CFS**  
checkers Food Services

**House & Home**

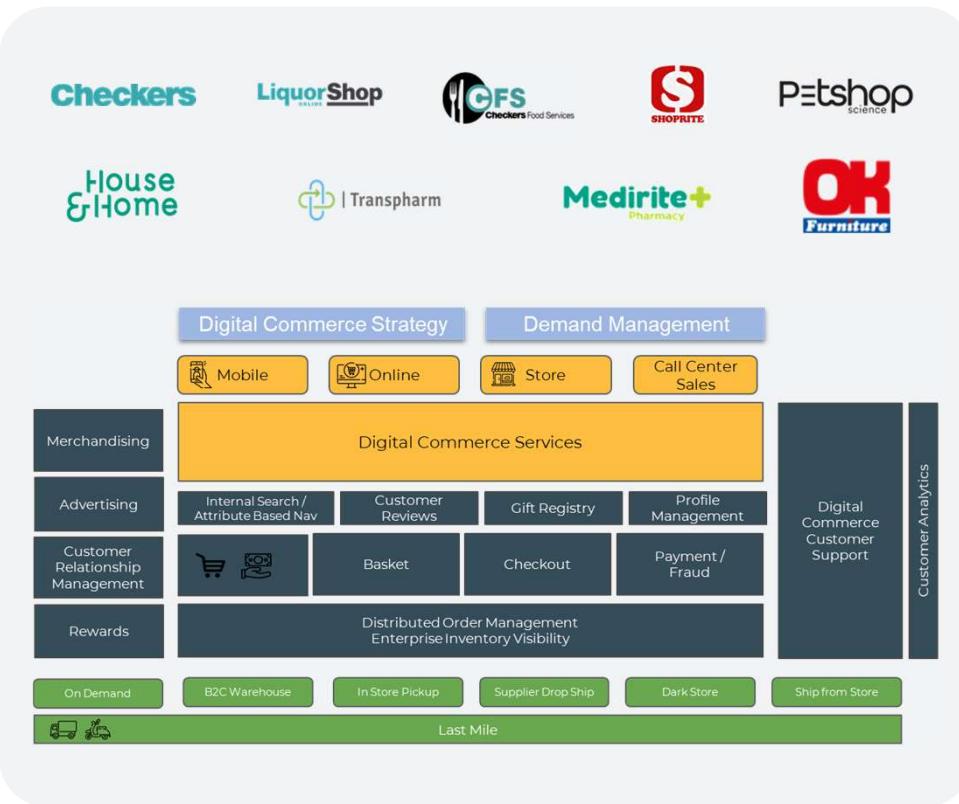
**Transpharm**

**Medirite+ Pharmacy**

**OK Furniture**

**Petshop**  
science

**Differentiated customer experiences by migrating to scalable and re-usable enterprise capabilities and services:**



**Unified Omni-channel customer experience:**

- Single Online destination
- Full product range
- Single search
- Single cart
- Multiple payment options
- Multiple delivery options

**Enabled by:**

- Common business capabilities
- Enterprise technology services
- Network of fulfilment locations
- Full range of last mile services

**B2B**

## B2B Market Trends

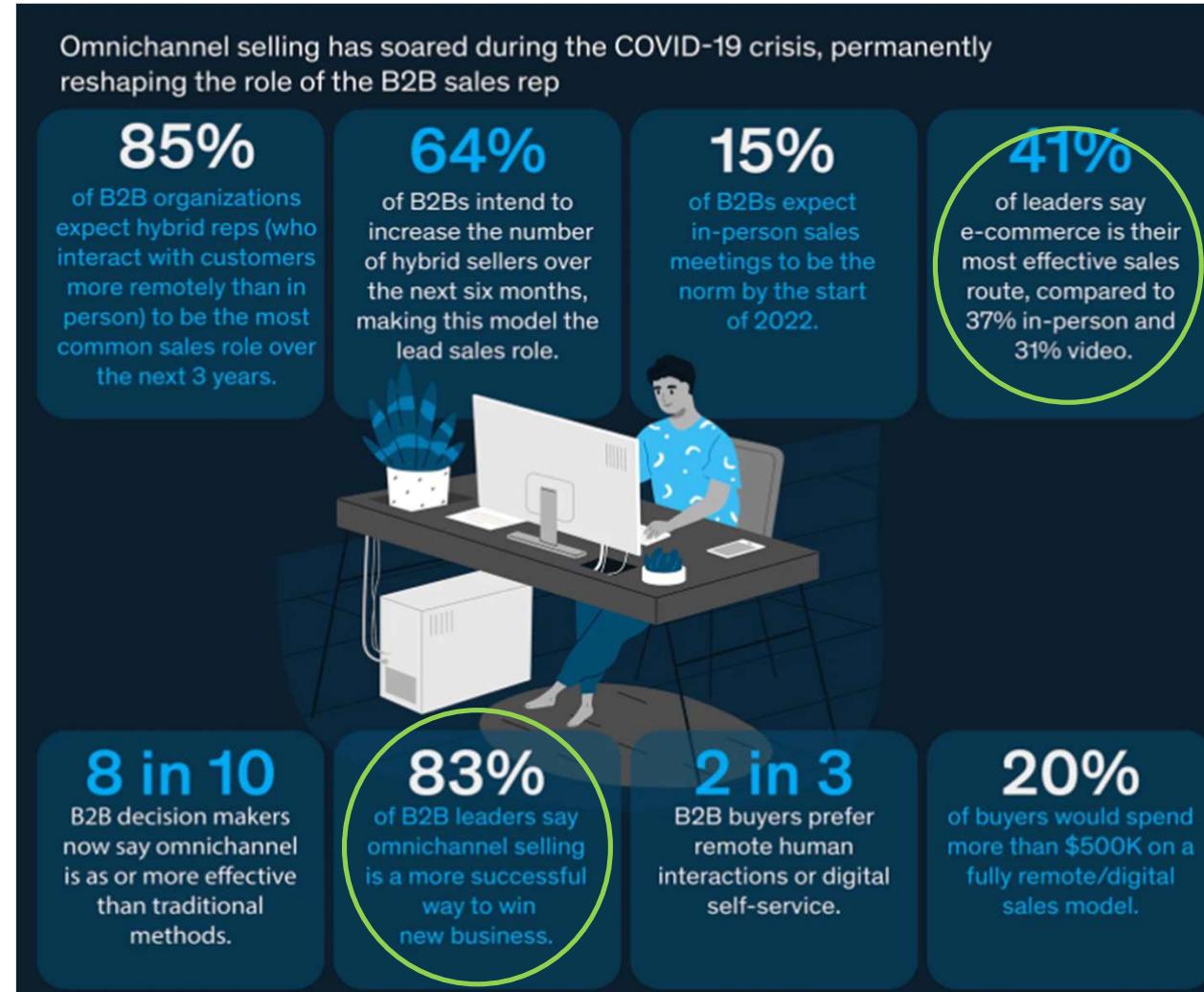
*The Wholesale and Retail of Food in South Africa generated well over R1,2 trillion in 2022, if you included the informal market this could be in excess of R1,4 trillion.*



# South Africa leading pack on B2B eCommerce Growth



# McKinsey: Meet the B2B sales rep of the future



B2B

# Local Competitors Focus on B2B eCommerce

## Pick n Pay's secret weapon

The group wants this unit to double sales in the next three years ...

By Moneyweb 10 Nov 2022 00:01

PICKNPAY R24.35 -2.60% SHOPRIT R232.05 -0.91%

20/10/2023, 10:43:21

20/10/2023, 10:44:07



SA's second-largest supermarket group will open 61 new Boxer stores this year, including Boxer Superstores, Boxer Build and Boxer Liquors. Image: Supplied

## Makro owner Massmart launches one-stop online shop for businesses

Compiled by William Brederode

news24

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0:00

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Makro has launched an online B2B platform.

- Makro has launched an online business to business store.

## Kit Kat Cash and Carry: Retail kings with heart

The retail brand Kit Kat Cash and Carry is recognised as one of the leading brands in the fast-moving consumer goods industry in South Africa today.

© October 11, 2023

Thelma Koorts 2 minutes read



Kit Kat chief executive officer, Riaz Gani.

B2B

# Makro pivots to B2B eCommerce

**News24 “Aims to provide a one stop shop for businesses facing similar economic challenges to end consumers”**

- Makro has a wide product range available on one platform
- Customers include corporates, schools, hotels, restaurants, garage shops, franchise stores and independent retailers
- Real-time background checks and business verification performed during sign-up process on the platform
- Preferential pricing offered as well as 0% interest on the Makro trade account



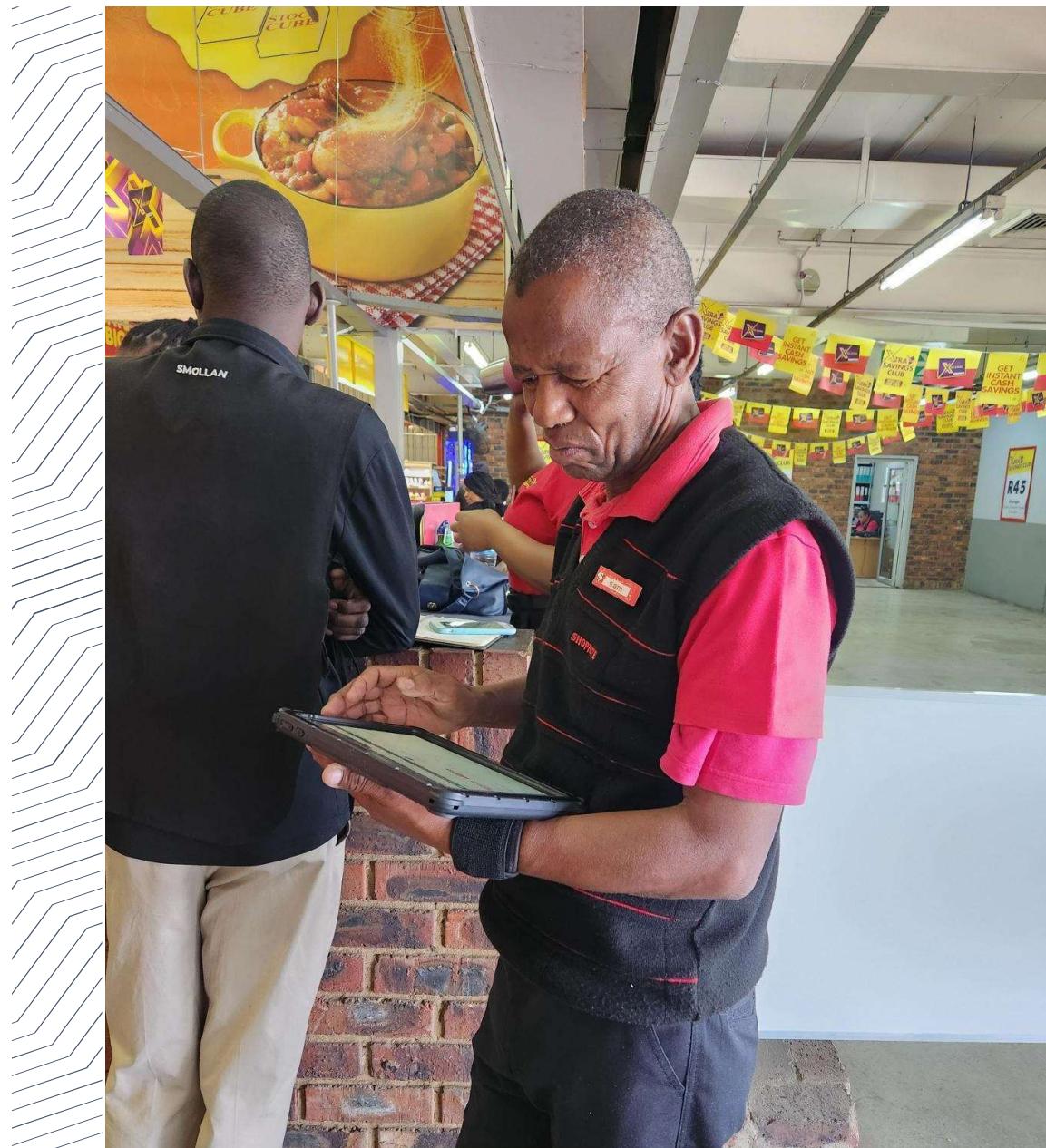
Makro South Africa  
63,417 followers  
2mp •

Makro Business is here to support your business' growth no matter the industry, with solutions to give you an advantage.  
Learn more here: <https://lnkd.in/dJuq5is4>

A screenshot of a Facebook post from "Makro South Africa". The post features a woman smiling and the text "Get down to business with our new, improved website." It includes the "makro Business" logo and a note that T's & C's apply. The post has 10 reposts. Below the post are standard social media interaction buttons for Like, Comment, Repost, and Send.



# Cash & Carry and Liquor Wholesale



# Inside Cash & Carry (store associate experience)

Meet Pebetse (Video)



B2B



**Supporting small  
businesses to go BIG!**

# Demo video: Cash & Carry top features

## Product Goals

1. Co-located Store selector
2. Business Registration
3. Address Validation
4. Product listing and Display page
5. Pack Size Selector & Best deal display
6. Quick Order
7. Saved Lists
8. Checkout
9. Cart Export & Tax Invoice Creation
10. Order Management System

Enhanced website customer experience



Co-located store offering



Register customers and capture data



Introduce an order management system



Introduce more reporting for data-driven decisions



Improved efficiencies

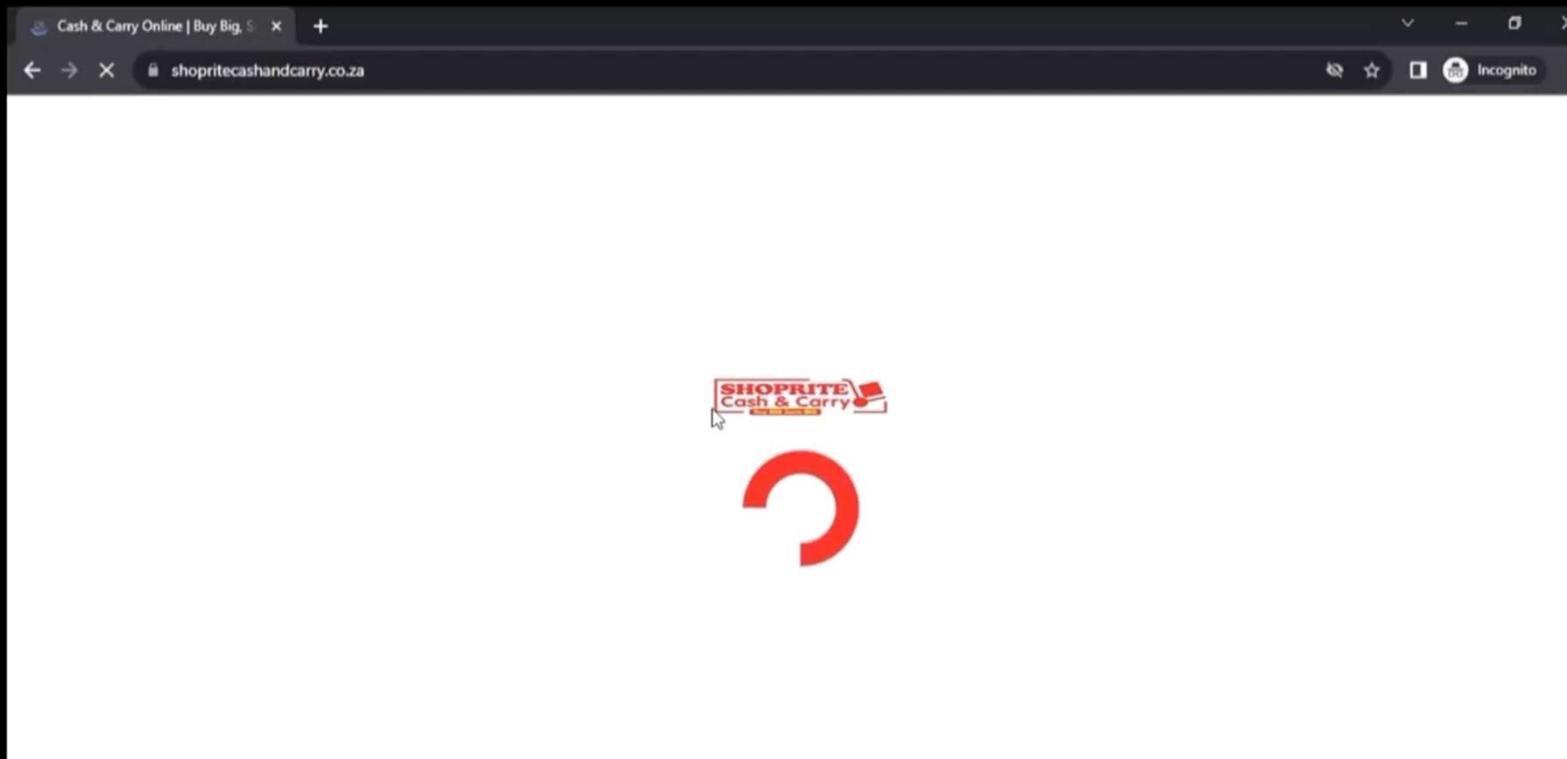


Delivery on the commitment to  
**Government**



# Inside Cash & Carry (video)

CS0



[Demo](#)

B2B

## Slide 17

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**CS0**    [@Mark Cotton]

Chantall Samuel, 2023-11-27T13:37:15.533

**0 0**    Please use the link to view the video. Will see if there is a formatting issue or something and get it to play in presentation

Godwill Mamhiyo, 2023-11-27T13:59:58.095

# Transpharm

Project Close Out: End of October 2023 | Moving in to BAU

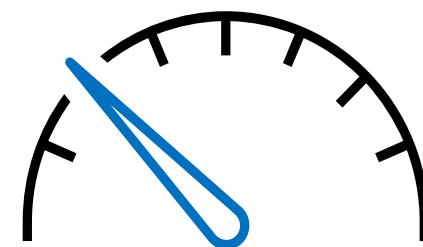


# Transpharm Update



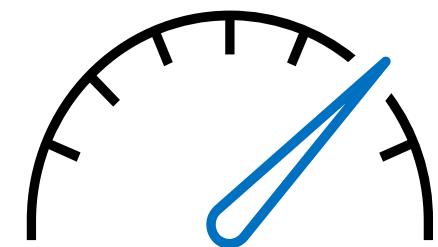
R4.6M

Account Top up  
payments to date



R1M

Cumulative Order Value  
(March – September)



R1.3M

Avg Weekly Order Value  
(last 4 weeks)

## Slide 19

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0 Love your work [@Elbie Vlok] ! Wondering if we should call orders not sales? Positil does usually have a lesser value than ours given regrets & cancellations. FYI [@Mark Cotton] if anyone questions the sales value  
Godwill Mamhiyo, 2023-11-24T09:03:04.931

**EV0 0** Done =)  
Elbie Vlok, 2023-11-24T09:30:15.468

# **Path forward**

Options and Costs



# **18-Month Strategic Priorities to achieve growth**

**To achieve on the business case objectives, the following is required:**

- Complete Shoprite Cash & Carry Store Roll-out
- Resolve Transpharm OTP barrier to migration
- Full team compliment (strategic and sales growth option)
- 18-month runway to execute on expected sales growth



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# THANK YOU

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