



Shoprite
Enterprise eCommerce

Steering Committee

31 March 2022





Agenda



Strategy and Roadmap



Ongoing Enhancements



Programme Update



Closing & Next Steps





Roadmap

Live

April 2022

June 2022

September 2022

2023 H1

2023 H2

LiquorShop
ONLINE



Account Customers

Petshop
science

Planning underway to confirm timeline



Planning underway to confirm timeline

House&Home

- ✓ Core B2C platform
- ✓ ERP integration
- ✓ PIM integration
- ✓ Extended range
- ✓ Loyalty integration
- ✓ Payment services
- ✓ Customer support
- ✓ Google analytics

- 🏠 D2C warehouse
- 🚚 Own fleet
- 📦 Courier

- B2B capabilities: transact on account, user management & authorisation
- Assisted sales / telesales payment
- Shopping list
- Enhanced Google analytics

- 🏠 Collection from DC

- Coupons
- Repeat orders
- Pet profile

- Quick order entry
- Rainmaker integration*
- CIAM integration*

- 🏠 Expanded D2C warehouse
- 🚚 Expanded own fleet
- 📦 Expanded courier options

- Buy Now Pay Later
- Lay-by
- Account credit / eWallet
- Personalisation
- Service booking*
- SAP Marketing integration*
- Endless aisle

🚚 Distributed Order Management:

1. Enterprise inventory visibility
2. Flexible last mile options
3. Unlocks drop-ship & in-store / curbside pick-up (requires store picking solution)

- Differentiated experiences

To be explored:

- **Wholesale Liquor** (Andrew Gardener)
- **Super Cash & Carry** (Andrew Gardener)
- **Township fulfilment** (Andrew Gardener, Jean Olivier)
- **One Day Only concept** (Charles Ochse)

* Approximate timelines



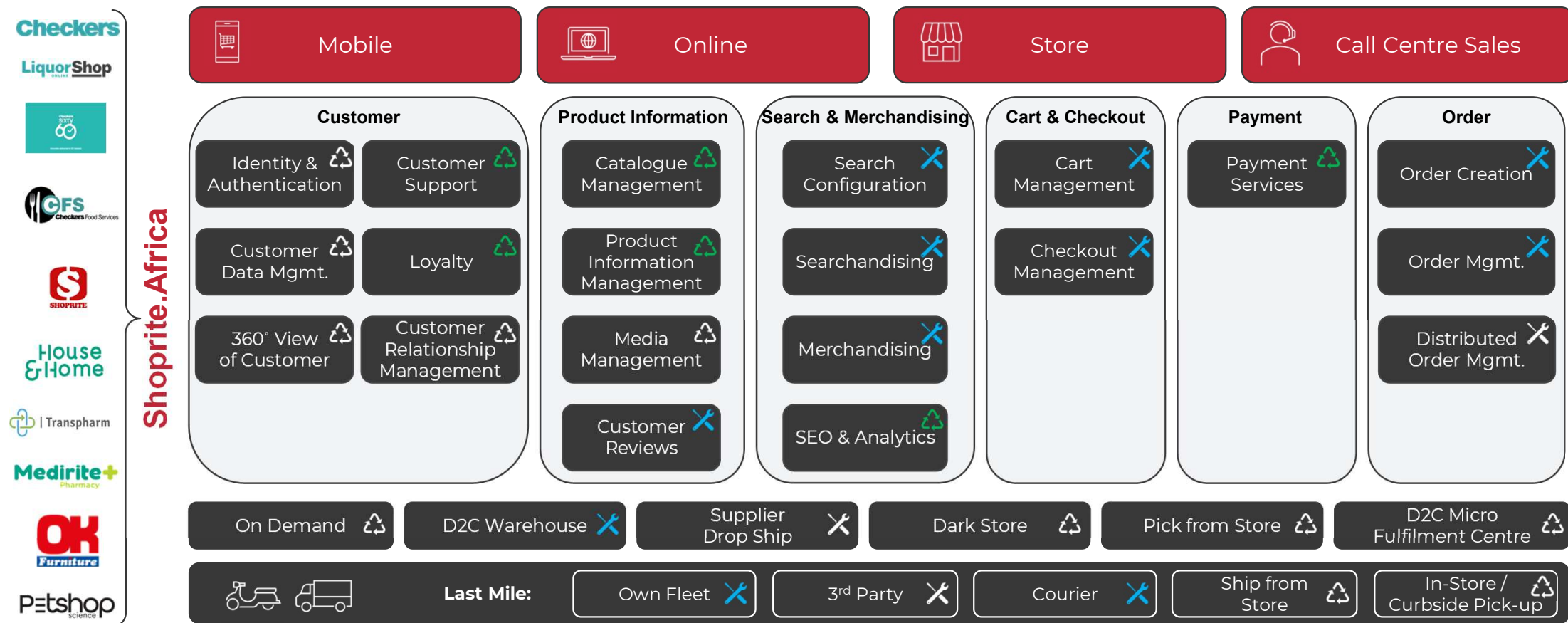


Group Capabilities

LEGEND:

- Enterprise services integrated
- Enterprise services to be integrated
- Enterprise services developed
- Enterprise services to be developed

We have integrated with existing enterprise services and developed re-usable capabilities where needed:





Agenda



Strategy and Roadmap



Ongoing Enhancements



Programme Update



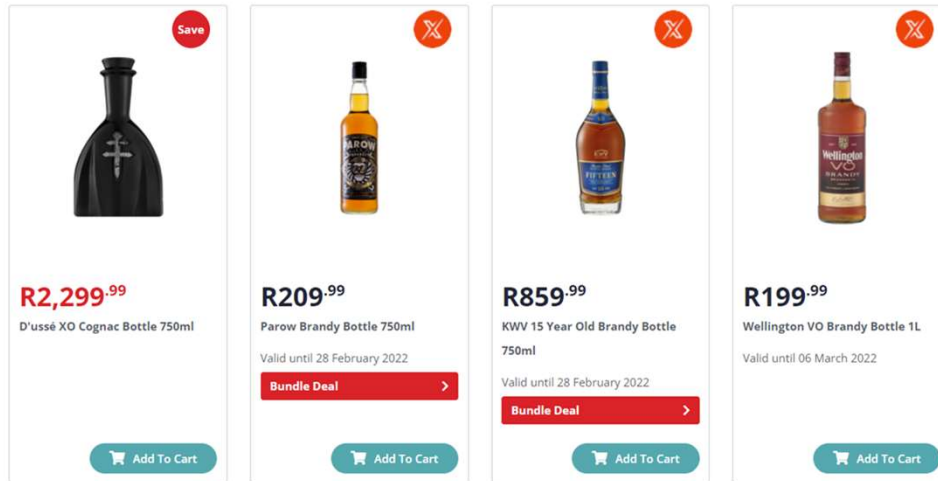
Closing & Next Steps





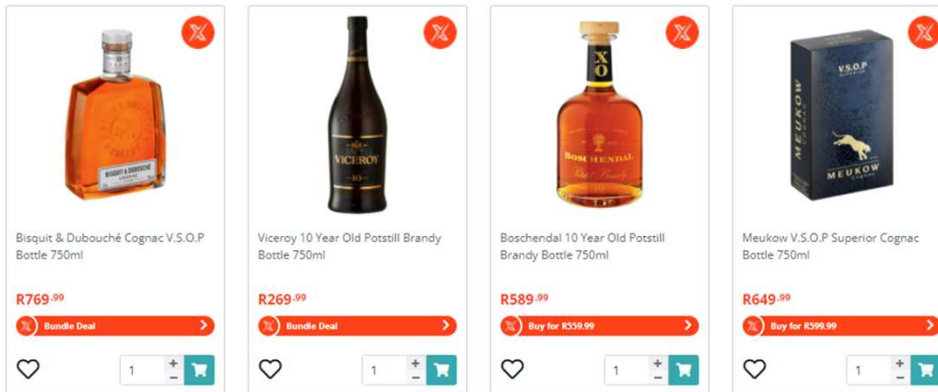
Product Card Improvements – Layout and Quantity

DESKTOP



Was

Now



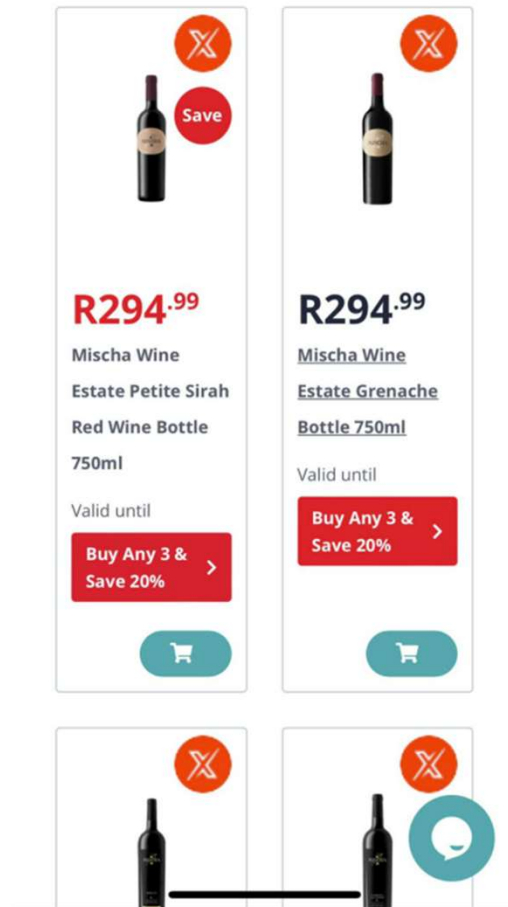
- Improved alignment and utilisation of space
- Ability to enter quantity directly from the category listing page



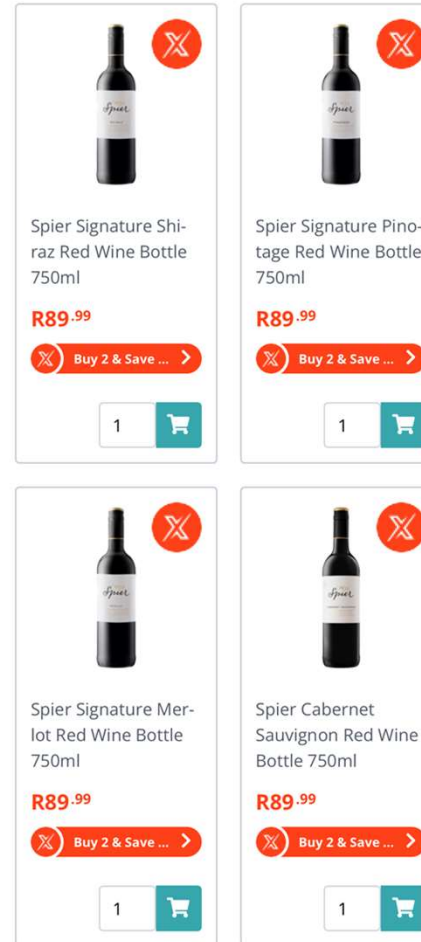


Product Card Improvements – Layout and Quantity

MOBILE



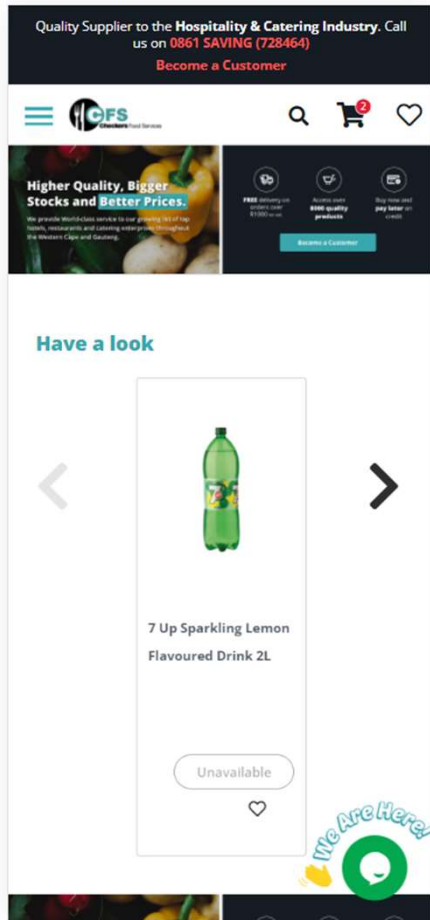
Was Now



- Improved alignment and utilisation of space
- Ability to enter quantity directly from the category listing page



Mobile Navigation Improvements – Card Peeping



Was Now

Welcome! You've landed at the only online liquor store you'll ever need.



The **largest curated drinks** selection.



Get your **favourites at Supermarket prices**.



Buy in bulk & stock up your cellar.



Secure payments & reliable delivery, nationwide.

Scottish Whiskies



R2,999.99

Chivas Regal
Blended Malt



R1,699.99

Macallan 15 Year
Old Highland Single

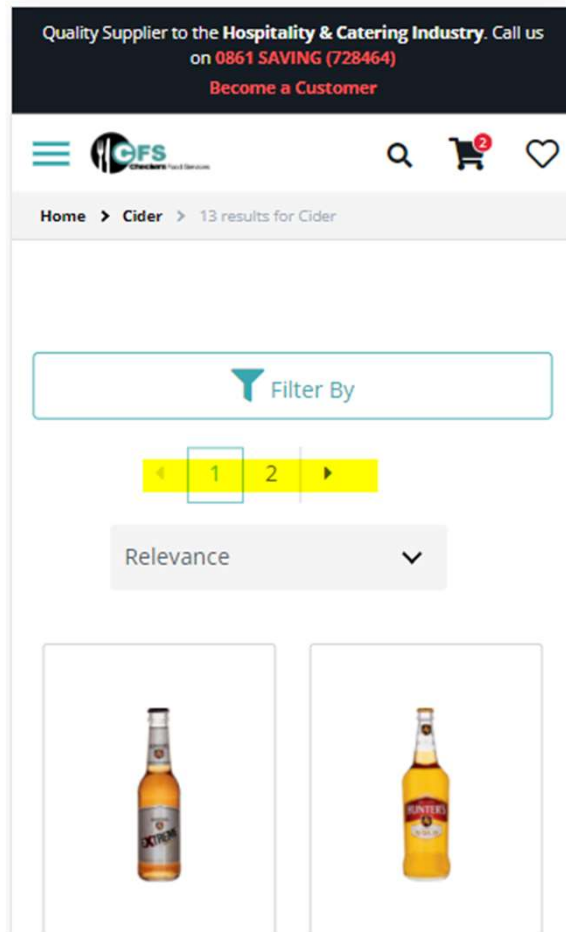
R2

Craig
Year

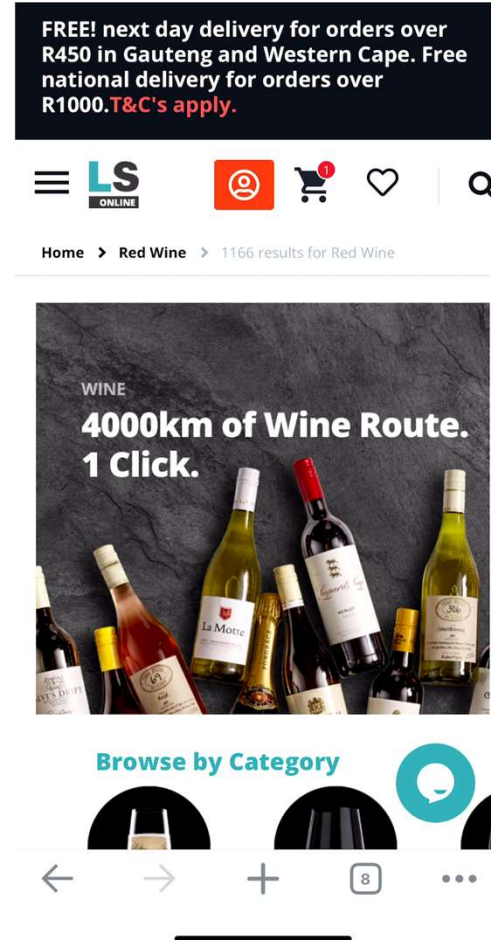




Mobile Navigation Improvements – Infinite Scrolling

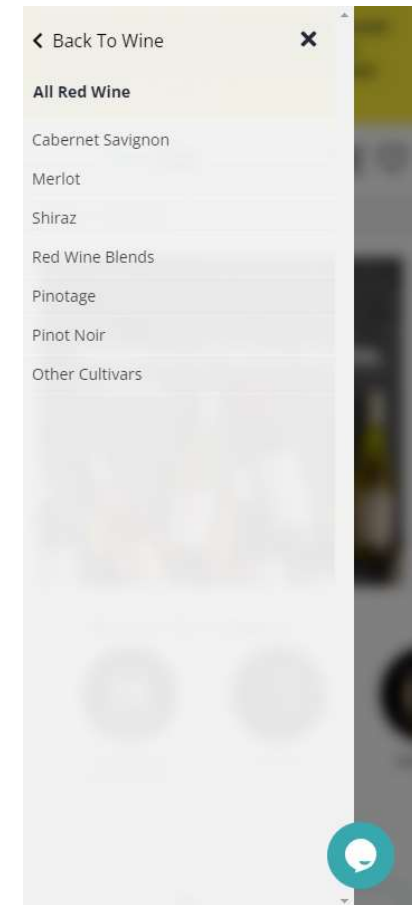
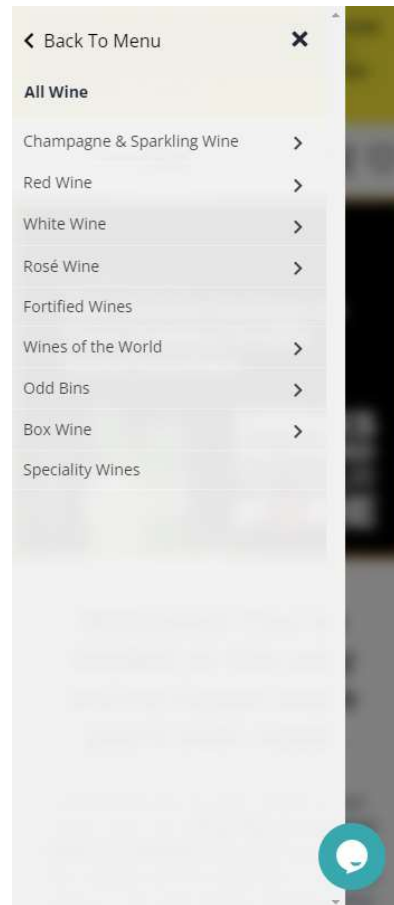
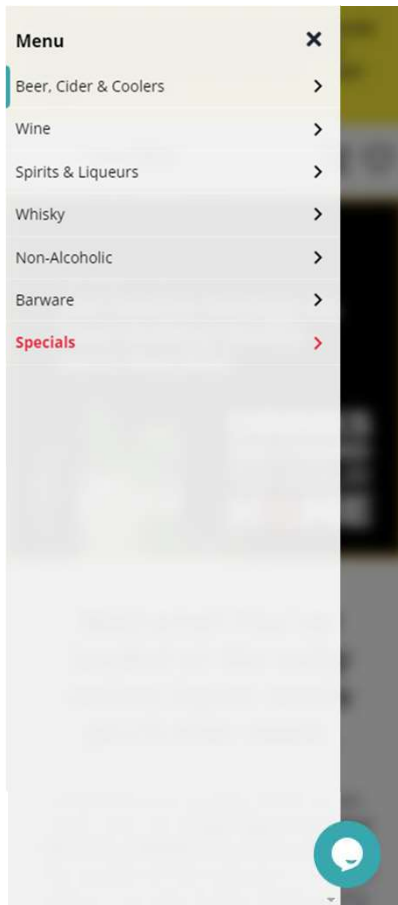


Was Now





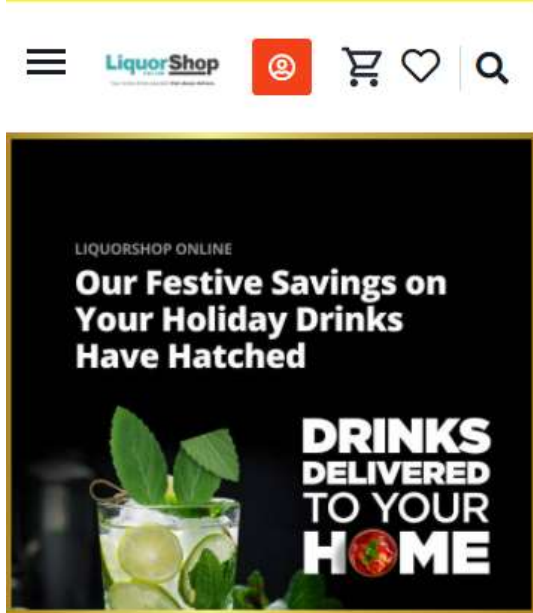
Mobile Navigation Improvements – Menu Navigation





Introduced Next Day Delivery for Orders Placed Before 4pm

FREE! Next day delivery for orders over R450 in Gauteng and Western Cape. Free national delivery for orders over R1000. **T&C's apply.**



LiquorShop



CFS

✓ SHIPPING ADDRESS — 2 DELIVERY METHOD — 3 PAYMENT METHOD —

Delivery Method

✓ Standard Delivery 1-2 days Free

Delivery Date

Preferred delivery date

← March, 2022 →

MON	TUE	WED	THU	FRI	SAT	SUN
28	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03
04	05	06	07	08	09	10

Checkout: Delivery Method & Preferred Delivery Date







Order History – Add Previous Order to Cart / Download Invoices

[← Back to Orders](#)

[Add To Cart](#)

Order #LIQ0000075051

Mon, Jan 3 2022, 12:05 | 2 Items | Status: Shipped

	<input checked="" type="checkbox"/> Select All	Item price	Total
 Inverroche Classic Gin Bottle 750ml ID 10543082EA QTY 1	<input checked="" type="checkbox"/>	R449.99	R449.99
 Fitch & Leedes Indian Tonic Flavoured Sparkling Drink Cans 6 x 200ml ID 10489892PK1 QTY 1	<input checked="" type="checkbox"/>	R56.99	R56.99

Payment Method

Card or EFT provided by Ecentric

Shipping Address

Shane Butlion
204 De Waterkant Piazza
81 Loader Street, Cape Town, 8001
0833888333

Billing Address

Shane Butlion
204 De Waterkant Piazza
81 Loader Street, Cape Town, 8001

Shipping Method

Free Delivery
Deliver on: Wed 5 January
Free

Order Number

LIQ0000075051

Status

Shipped

Order Summary

Subtotal after discounts: R506.98

Shipping: Free

The order total includes VAT: R66.13.

Total: R506.98





Purchase With Staff Buying Card



Exciting News!

Dear Colleague,

The **LiquorShop ONLINE** site was launched in November last year, with nationwide deliveries.

All employees with a Staff Buying Card, can now also buy wine and liquor from **LiquorShop ONLINE** and have it delivered to their doorstep.

For more information, please refer to the attached document. Please share this exciting news with the staff in your area! Click [here](#) to visit the site.



**New Website,
Same Great Deals
Delivered Daily**

Checkers Food Services: New Online Site

Background

Checkers Food Services (CFS) has a brand-new, online site for Western Cape and Gauteng customers.

You can now make use of the Checkers Food Services offering of more than **8,000** best quality products from our food service and retail offering. Take advantage of Online-only deals, Xtra Savings and other specials. Free delivery on all orders over R1,000!

Who is impacted?

All Shoprite employees in Western Cape and Gauteng.

What do you need to know?

Permanent employees: You can now use your Staff Buying Card to buy the CFS range of quality products online, and have it delivered to your doorstep, at in-store prices.

- No Item Limit
- Schedule a Delivery Date
- Products Shipped Through End-To-End Cold Chain
- Hassle-free Delivery of Larger Items





Links From Checkers.co.za to LiquorShop Category Pages

Checkers Home Find a Store

Promo Alerts Your store: Checkers Kloof Street Welcome Shane VIEW YOUR XTRA SAVINGS

Browse Products All Specials World Of Checkers Xtra Savings Shop Now

Search All Departments

Home < All Departments < Drinks < Spirit Coolers

Spirit Coolers

Xtra Savings Only ☐

Specials Only ☐

Browse All Stores ☐
Show products and specials from all Checkers stores.

Category

- ☐ All Departments (216)
- ☐ Drinks (216)
- ☐ Spirit Coolers (216)
- ☐ Spirit & Wine Coolers (215)
- ☐ Fruit Spirit Coolers (117)

View all

Brand

- ☐ Red Square (19)
- ☐ Bernini (18)
- ☐ Esprit (18)
- ☐ Smirnoff (17)

One Click for Crisp Coolers

ORDER ONLINE AND GET IT DELIVERED

LiquorShop
www.liquorshop.co.za

1 2 3 4 5 > Most popular

R79.99

Brutal Fruit Ruby Apple Flavoured Sparkling Spritzer Bottles 6 x 275ml

Buy 2 For R50
WITH CARD ONLY AT LIQUORSHOP

R29.99

Smirnoff Storm Pine Twist Flavoured Spirit Cooler Bottle 660ml

Valid until 10 April 2022

Buy 2 For R50
WITH CARD ONLY AT LIQUORSHOP

R29.99

Smirnoff Spin Premium Spirit Cooler Bottle 660ml

Valid until 10 April 2022

Buy 2 For R50
WITH CARD ONLY AT LIQUORSHOP

R84.99

Bernini Blush Sparkling Grape Frizzante Bottles 6 x 275ml

Valid until 10 April 2022

Buy 2 For R125
ONLY AT LIQUORSHOP

R109.99

Brutal Fruit Ruby Apple Flavoured Sparkling Spritzer Cans 6 x 500ml



Operational Enhancements: LiquorShop

AK

Marketing campaigns:

- ❖ Monday Madness Campaigns: Social media, Email & SMS Marketing
 - Single Malt of the Month (1 - 31 March) - social media
 - Beer Fridays (18 and 25 March)
 - Cider and Cooler Saturdays (19 and 26 March) - social media
 - St Patrick's Day 17 March (Validity 11 - 17 March) - Targeted social media
 - Long Weekend 21 March (Validity 18 - 21 March) - Targeted social media
- ❖ In store visibility: boxes
- ❖ Increased awareness on next day delivery: Site banners & videos
- ❖ Printed media: Month end Leaflets : 27m in circulation
- ❖ Updated Specials directory on site
- ❖ SEO engagement with 99c



Slide 15

AKO

[@Jean Marais] [@Lance Van Der Spuy] and [@Johan Lochner] Slide 15 and 16 pertains to Liquorshop for your review please.

Anine De Kock, 2022-03-30T06:52:34.344



Operational Enhancements: LiquorShop



Operational efficiencies:

- ❖ Fulfilment: Stock variances between DCs addressed with manual process for potential false 'Out of Stocks'
- ❖ Visibility & Availability management : 5799 products, 73% visible online; 90% in stock
- ❖ Stock availability between DCs monitored & optimised
- ❖ Improved ability to deliver via RAM couriers: improved rates, Xpress availability & routes
- ❖ Migrated CFS Call centre to Customer Service Team Centralised service desk





Agenda



Strategy and Roadmap



Ongoing Enhancements



Programme Update



Closing & Next Steps





Programme Update – CFS B2B



Overall Project Status

Scope

Resource

Schedule

Quality

Project Status Summary

- CFS B2B is scheduled for release 28 April 2022
- Technical Areas of concern; Testing (time constraints), late requirements for business cards and quicklinks as a payment method and overall migration of customer accounts from Navision to SAP Finance
- Butchery orders will remain manual as per current
- CR in progress to adjust timeline and budget

Risks

1. Late payment requirements impacting development delivery, testing capacity and training updates for telesales staff
2. Unsupported chat bot (Tawk) causing site downtime

Issues

1. Manual maintenance of ingredients and expense articles (Non retail priced SAP)

Key Achievements

- CFS B2C live on 24 Jan 2022
- Sprint 6 (final sprint) in progress with e2e testing scheduled to start 6 April 2022
- Navision changes completed & ready for phased deployment once CFS live & customers migrated
- Requirements for Banking Cards as payment method submitted to banking for review. Interim solution in development by didata
- Integration to ecentric QuickLinks to enable assisted sales
- Customer data clean up and migration plan in progress

Dependencies

- Test, IT and Business resource availability
- FS Banking team
- Product ranging and enrichment (incl non retail priced SAP products)

Budget

- Additional budget will be required for external and internal spend. This is due to extended timeline for the project and under estimation on resourcing requirements.
- Adjusted forecast results in exceeding original budget - the CR will address the gap to project closure

Capacity planning

Project

IT Ecom Support team 4 positions filled



Slide 18

AK0

[@Lance Van Der Spuy] Slides 18, 19 and 20 pertains to CFS B2B delivery. Kindly note the project is in amber state due to the Migration of data that is outstanding as well as Business card acceptance.

Anine De Kock, 2022-03-30T06:54:08.815

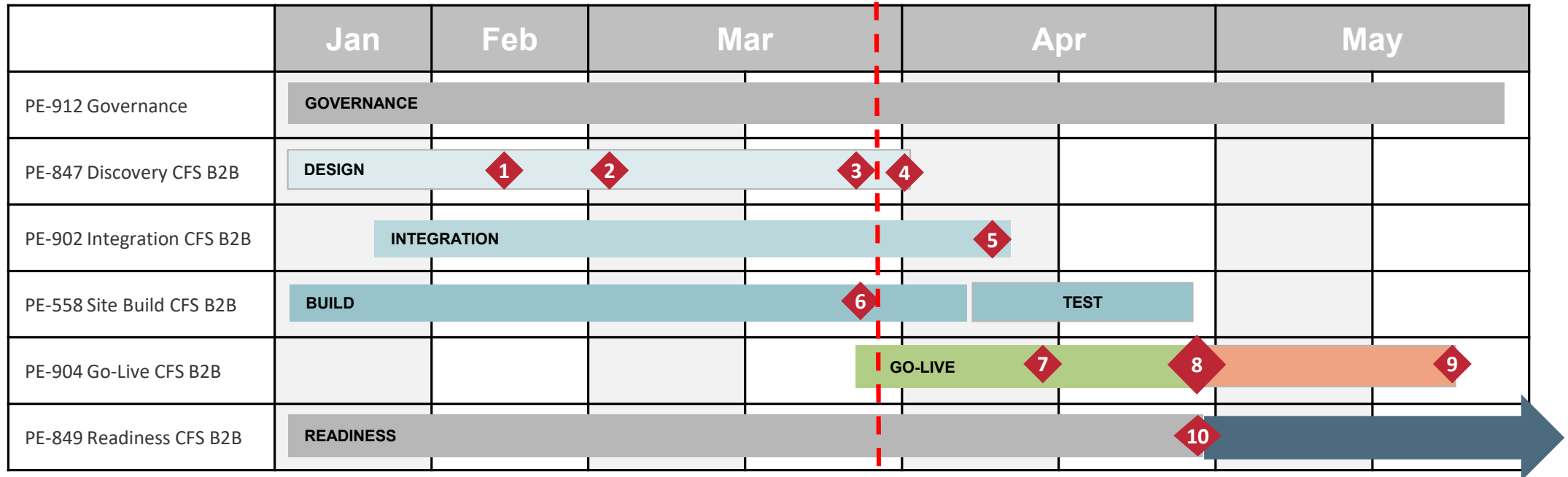
IS1

[@Mark Cotton] adjustments made as per call now

Ingrid Smith, 2022-03-30T15:06:11.776



CFS B2B Online: High Level Flight Plan 2022



Milestone	Deliverable
1	Decision to use business cards as payment method
2	Decision to use Quick Links for assisted sales
3	Confirmed butchery orders to remain as-is manual
4	All design incl UX

Milestone	Deliverable
5	All integrations incl Navision change All products incl ingredients and expense articles
6	Sprint 6 (last) development

Milestone	Deliverable
7	UAT
8	Go-Live
9	End of Hypercare
10	Phased migration CFS B2B customers





Business Readiness Update – CFS B2B



Project Title	Business Readiness - eCommerce
Description	Business readiness – Steerco update
Lead	Lance Van Der Spuy

Key Achievements from last Steerco	Top Priorities till next Steerco	Workstream Status
<p>Product PIM Catalogue : 52% Product PIM : SILO product enrichment :75% complete Ingredients, Variable weight & Meat products: 50% await refinement by SAP National & regional promo prices to be refined</p> <p>Site Content : 82% eShop references removed from Trackmatic comms Site logo design complete;</p> <p>Financial Posting and Recon : 42% Double sales entry risk on business cards ; Process refinement ongoing Migration of B2B customer data : Credit limits & Balances : Timing to be confirmed; Phased approach. Virtual issuance of business card number in process</p> <p>Training : 40% Training plan by L&D : 100% complete New process walk through for assisted sales to be determined on Quicklinks</p> <p>Operations : 98% Stock holding, fulfilment, packaging all in order & ready</p> <p>Customer Services Telesales:63% Data clean up commenced with Cellnr enhancement</p> <p>Communications : 50% Draft 'How to' guide for new platform completed, to be signed off</p> <p>Analytics : 100%</p> <p>Service Desk : 75%</p>	<p>Product PIM Catalogue Complete SILO enrichment Variable weights & Ingredients to be listed & tested Bonus Buys run to be tested; National & regional pricing to have dry run Price variances between current CFS vs SAP pricing to be refined</p> <p>Site Content Add ability to 'collect order' on Delivery Schedule page : 'Store locator enablement' Google results for CFS to be re-aligned FAQ's to be refined</p> <p>Financial Posting and Recon: Double sales entry risk on business cards – SAP script to be tested & adopted Migration of B2B customer data : Data migration to be tested then signed off and agreed with business Physical business card issuance to be determined & delivered</p> <p>Training Demo of site working to L&D once in UAT. End user training to commence thereafter. Assisted sales training highest priority for Quicklinks solution</p> <p>Operations Conduct dry run on UAT environment</p> <p>Customer Services Telesales Navision, SAP, Trackmatic data cleanup on enhanced data to be updated</p> <p>Communications Comms to B2B customers to be signed off</p> <p>Service Desk Service desk requirements to be finalised</p>	<p>Delivery 28 April 2022</p>



Programme Update – Petshop Science



Overall Project Status	Scope	Resource	Schedule	Quality
Project Status Summary <ul style="list-style-type: none">The overall programme is scheduled for delivery June 2022Technical Areas of concern: Repeat orders process and ability to complete the MVP in the planned 2 sprints of deliveryBusiness Areas of concern: Call centre scaled to handle PS and assisted sales; logistical setup of PS in the CFS DC's. Egift cards descope.				
Risks <ul style="list-style-type: none">Physical storage space in CFS DCs not yet finalisedCFS DC replenishment is manual and may be impacted by extra BUMVP development may exceed the designated 2 sprints, impacting planned go live date or scope				
Issues <ul style="list-style-type: none">None				
Key Achievements <ul style="list-style-type: none">Business case and CBA completed and under reviewObjective and organogram completedDetailed requirements in processFinetuning MVP/sprint delivery (currently scoped as 2 sprints)Skeleton site and SAP ERP product flows (price, range and bonus buys) available mid April 2022				
Dependencies <ul style="list-style-type: none">Security reviewSupport of CFS B SH1y "bleed" into PS sprint deliveriesMVP requires col SH1 investigation				
Budget <ul style="list-style-type: none">Cost benefits analysis completedProject to be financed by current financial yearProject budget awaiting approval and allocation				
Capacity planning <ul style="list-style-type: none">Project DiData resources pending in the resource augmentation contract				



Slide 21

AK0

[@Stefan Hugo] Slide 21,22 and 23 refers to PSS - kindly please review same and edit should you feel the need to.

Anine De Kock, 2022-03-30T06:56:39.693

SH1

[@Anine De Kock] does this relate to IT security? Jacques de Waal and co?

Stefan Hugo, 2022-03-30T11:09:03.555

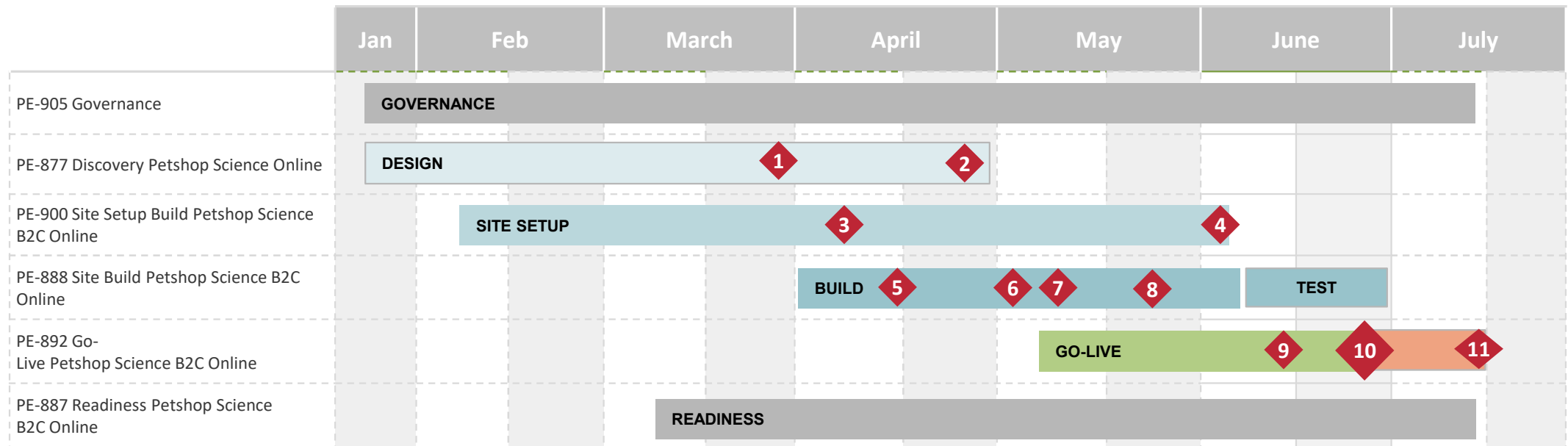
AK1 0

We always have a dependency on security giving us the approval to go ahead.

Anine De Kock, 2022-03-30T11:19:36.858



Petshop Science Online: High Level Flight Plan 2022



Milestone	Deliverable
1	Business Case (incl CBA)
2	All design incl UX
3	Pricing Ranging Bonus Buys
4	Other integrations incl setup in Navision

Milestone	Deliverable
5	Skeleton Site
6	Sprint Grooming
7	Sprint 1 development
8	Sprint 2 development

Milestone	Deliverable
9	UAT
10	Go-Live
11	End of Hypercare





Business Readiness Update – Petshop Science



Project Title	Business Readiness - eCommerce
Description	Business readiness – Steerco update
Lead	Stefan Hugo

Key Achievements from last Steerco	Top Priorities till next Steerco	Workstream Status
<p>Product PIM Catalogue : 40% Product PIM : SILO product enrichment :60% complete Site Content : 0% Discovery still underway Financial Posting and Recon : 42% Financial Accounting & reporting process completed by Erich Discovery underway for proposed refunds & returns process Training : 3% Engagement on training commenced Operations : 39 % Stock holding, fulfilment, packaging all in order & ready as per CFS Customer Services Telesales: 10% Engagement on CS process and end to end CRM commenced Marketing : 14% Letia Theron in process with packaging & Branding Communications : 25% Discovery commenced on requirements Analytics : 50% Demo on analytics complete</p>	<p>Product PIM Catalogue : Product PIM : SILO product enrichment to be completed Site Content : Demo (Skeleton) site to be presented, in conjunction with Marketing & Brand identity proposals Financial Posting and Recon : Merchant ID configurations & Financial processing to be signed off Training : Training requirements on CRM to be established Operations : Replenishment roadmap to be refined Customer Services Telesales: FAQ's, Returns policy and use (training) of centralised Customer services to be completed Marketing : Brand Identity, marketing process to be refined Communications : FAQ's & next steps to be formalised Analytics : Site to be registered for Google Analytics</p>	<p>On track for delivery June 2022</p>



Slide 23

- SH0** [@Anine De Kock] - What is the difference between the 24% and the 50%? last stats received from Ramone and team was 61% completion
Stefan Hugo, 2022-03-30T09:28:07.411
- SH0 0** so need to know what % to change
Stefan Hugo, 2022-03-30T09:28:27.892
- AK0 1** HI Stefan, I will share a visual of the individual deliverables that brings the % readiness to 24% with you
Anine De Kock, 2022-03-30T09:32:54.399
- SH0 2** perfect that will help a lot
Stefan Hugo, 2022-03-30T09:34:46.185



Programme Update – Transpharm



Overall Project Status	Scope	Resource	Schedule	Quality
Project Status Summary <ul style="list-style-type: none">The overall programme is scheduled for delivery September 2022Technical Areas of concern; Integrations to Positil and eCom Catalogue to be future PIM compliant				
Risks <ul style="list-style-type: none">1. Potential complexity of integrations into Positil2. Aggressive timelines with overlapping BUs could lead to resource constraints			Key Achievements <ul style="list-style-type: none">Business case and CBA completed and under reviewObjective and organogram completedTechnical analysis of integrations required in progressUX designs and alignment workshops nearing completion	
			Dependencies <ul style="list-style-type: none">TP resource availabilitySecurity reviewHypercare support of Petshop Science may "bleed" into TP sprint deliveriesTP MVP / BSP on hold until CFS B2B requirements completed	
			Budget <ul style="list-style-type: none">Cost benefits analysis completedProject budget to be approved and allocated	
Issues <ul style="list-style-type: none">1. None				Capacity Planning <ul style="list-style-type: none">ProjectDiData resources pending in the resource augmentation contract



Slide 24

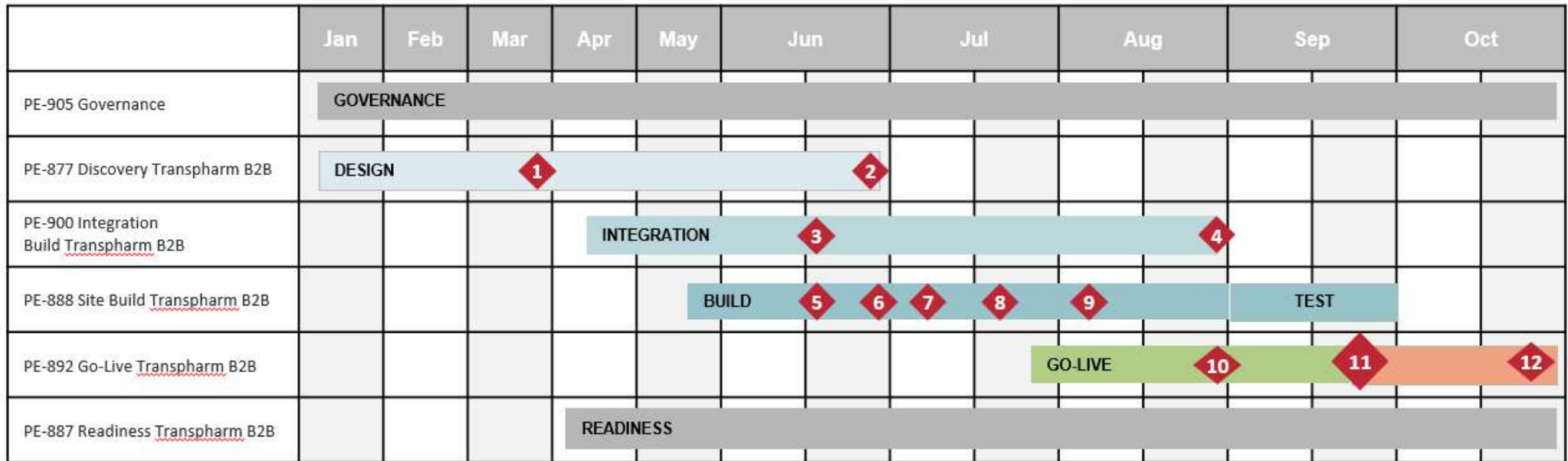
AKO

[@Jaco Engelbrecht] Slides 24 and 25 pertains to Transpharm, please feel free to edit should you wish to

Anine De Kock, 2022-03-30T06:57:23.991



Transpharm Online: High Level Flight Plan 2022



Milestone	Deliverable
1	Business Case (incl CBA)
2	All design incl UX
3	Pricing Ranging Bonus Buys
4	Other integrations

Milestone	Deliverable
5	Skeleton Site
6	Sprint Grooming
7	Sprint 1 development
8	Sprint 2 development
9	Sprint 3 development

Milestone	Deliverable
10	UAT
11	Go-Live
12	End of Hypercare





Agenda



Strategy and Roadmap



Ongoing Enhancements



Programme Update



Closing & Next Steps





Closing and Next Steps

1. CFS B2B Go-Live planned for 28 April 2022
2. Approve and allocate budget for:
 - CFS change request
 - Petshop Science B2C
 - Transpharm B2B
 - Platform enhancements & technical debt
3. Board approvals pending for:
 - Petshop Science
 - Transpharm
 - Platform enhancements & technical debt
4. Set up Petshop Science in CFS DCs for Gauteng and Western Cape
5. Next Steercom to be scheduled as a Go/No-Go week of 25th April





Thank You!

APPENDIX



LiquorShop Stats – Go-Live to Date



Default Data
Click to select y



e-Commerce: Performance 16 November '21 - 23 March '22
Data source: Google Analytics & SAP

16 Nov 2021 - 23 Mar 2022

Total Revenue 16 Nov '21 - 23 Mar '22 (Source: Navision)

Western Cape DC 3 218 660

Gauteng DC 4 008 923

Total Sales Revenue 7 227 653

Avg. Basket Size (Source: DiData)

Avg. Basket value R1474

Avg. Basket size qty 8

Conversion Rate 0.61%

Target conversion rate 1-2%

Users
658,352

Page Views
4.2M

Sessions
1,243,671

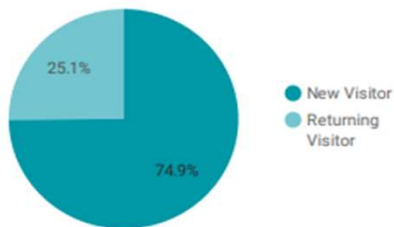
Bounce Rate
26.44%

Healthy bounce rate, highest bounced pages include the landing page and specials page

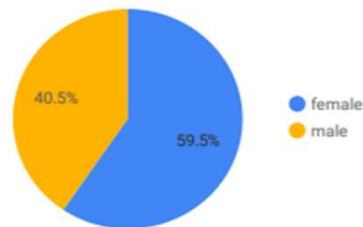
MORE DETAIL ON PERFORMANCE STATS (LAST 7 DAYS)



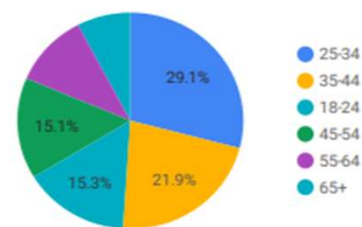
Type of Users



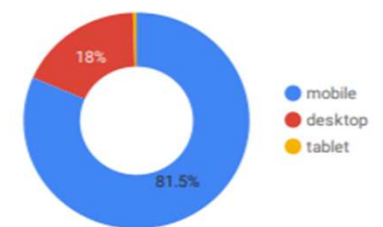
Gender of Users



Age of Users

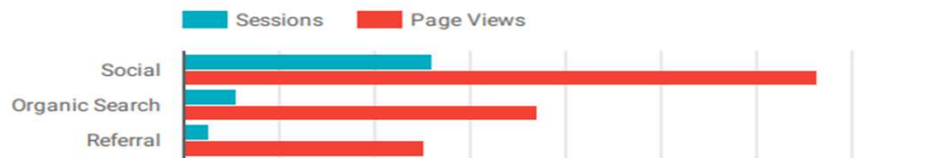


Devices used to access LiquorShop Online



Which channels are driving engagement?

Goal: Engaged Users



Pages visits (ranked on highest viewed pages)

	Page	Page Views
1.	/liquorshop/en/ZAR/	767,447
2.	/liquorshop/en/ZAR/c/specials	375,338
3.	/liquorshop/en/ZAR/c/beer_and_cider	148,186
4.	/liquorshop/en/ZAR/cart	103,411

The landing and specials pages are the highest viewed and bounced pages





CFS Stats – Go-Live to Date



Default Data
Click to select your data



B2C e-Commerce: YTD performance report

Data source: Google analytics

20 Jan 2022 - 23 Mar 2022

YESTERDAY

SITE ACTIVITY

Users	Bounce Rate	Page Views	Sessions	Avg. Session Duration
206.0	75.1%	1.0K	217.0	05:55

LAST 7 DAYS

SITE ACTIVITY

Users	Bounce Rate	Page Views	Sessions	Avg. Session Duration
2.6K	71.5%	6.7K	2.1K	06:05

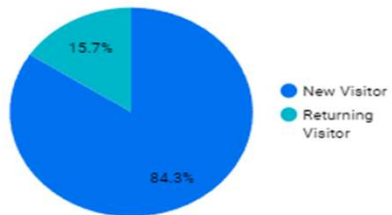
YTD

SITE ACTIVITY

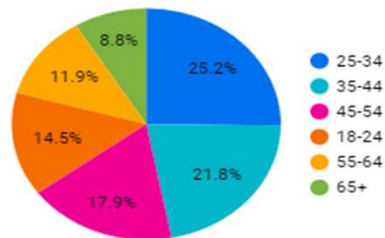
Users	Bounce Rate	Page Views	Sessions	Avg. Session Duration
11.6K	71.4%	69.4K	19.7K	05:42

MORE DETAIL ON PERFORMANCE STATS (LAST 7 DAYS)

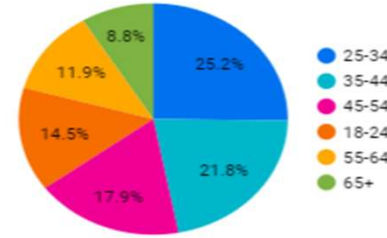
Type of Users



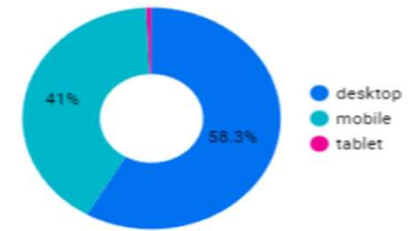
Gender of Users



Age of Users



Devices used to access LiquorShop Online



Which channels are driving engagement?

Goal: Engaged Users



Pages visits (ranked on highest viewed pages)

Page	Page Views
1. /cfsstore/en/ZAR/	29,976
2. /	4,613
3. /cfsstore/en/ZAR/cart	2,730

The landing page is the highest viewed and bounced page

