

Topline strategy

Projects

*“Deliver platform wide
B2B ecommerce
capabilities with tailored
experiences per brand”*







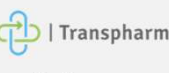






Commercialize

*“Collaborate with brands
to drive ecommerce
efficiencies in the efforts
to drive platform
profitability”*

Support

*“Provide ongoing support
to brands to ensure
platform operational
efficiencies are met and
deliver market-relevant
competitiveness ”*

B2B Roadmap

October 2023	January 2024	March 2024	June 2024	July 2024
 <ul style="list-style-type: none"> ✓ Pilot store (PW) <ul style="list-style-type: none"> • Pay instore for collection/Deliver to me • Assisted sales mode (ASM) • Customer self-service • Picking devices (OMS) • Business Profile capture • Other features 	  <ul style="list-style-type: none"> ✓ Cash & Carry (PW) <ul style="list-style-type: none"> • Pay online: Visa, EFT, Trade cards & RCS • Quick links • Commence store roll out ✓ Redstar Wholesale <ul style="list-style-type: none"> • Migration from virtual business cards • Contract pricing 	  <ul style="list-style-type: none"> ✓ Petshop Science (TBC) <ul style="list-style-type: none"> • From store delivery KZN • Pingo integration • Insider ✓ Transpharm <ul style="list-style-type: none"> • Non-credit members registration 	    <ul style="list-style-type: none"> ✓ Cash & Carry <ul style="list-style-type: none"> • Complete store roll out ✓ Petshop Science (TBC) <ul style="list-style-type: none"> • From store delivery JHB and WC ✓ Extended payment options <ul style="list-style-type: none"> • Money market • EBucks • Capitec Pay 	    <ul style="list-style-type: none"> ✓ Transpharm <ul style="list-style-type: none"> • Customer dashboard <p>BAU</p> <ul style="list-style-type: none"> ✓ Minor enhancements ✓ Customer activations ✓ Increased transactions
Delivered				
Ongoing focus: Operationalise, Improve commercials and Support				

Priorities Going Forward

October 2023

January 2024

March 2024

June 2024

July 2024

1



Pretoria West Store



Pay online

Roll out to all stores

Enhancements / Drive increased transactions

2



Migration from VBC/Contract pricing

Enhancements

Enhancements

3



Customer activation / Drive increased transactions

Enhancements / Drive increased transactions

Enhancements / Drive increased transactions

4



Discovery and Development

KZN store

WC and GP roll out

LEGEND: COMPLETE IN PROGRESS FUNDING APPROVED



Redstar Wholesale Enhancement requests

Sizing complete (Budgeting to be finalised with brand) 

- Red Star Enterprise eCommerce B2B - Enhancement to Remove the VBC as a credit facility (ECOM-8142)
- Customer Specific NAV prices available in eCOM (Contract Pricing)

Continuous Exploration:

- Payment on Account on Ecommerce
- Rebates currently not setup via the E commerce channel
- RPFb-22625 - RS - Maintain delivery route
- RPFb-22620 - RS - Maintain information on customer profile
- RS - eComm to provide complete payment info to Navision
- Integrate Positill and Ecommerce to enable automatic activation of new Transpharm Customers

Transpharm Wholesale Enhancement requests

***Budgeting to be finalised with brand**

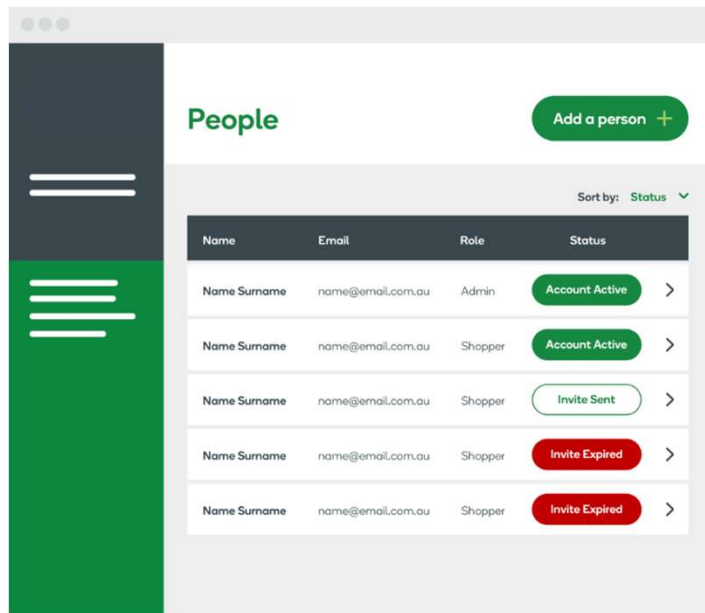
Dashboard

- Order volumes and history
- Category performance data
- Key customer metric

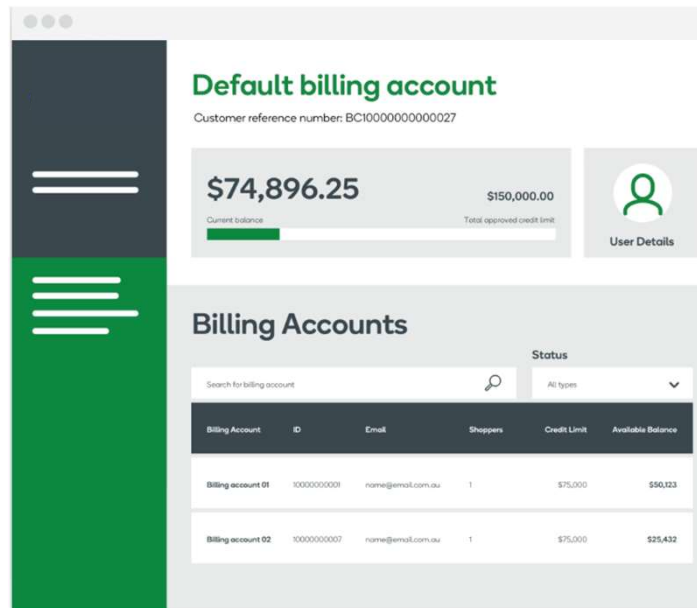
Enable customer self-registration

- Threshold for shipping required
- Pricing segmentation (WH vs Non WH)

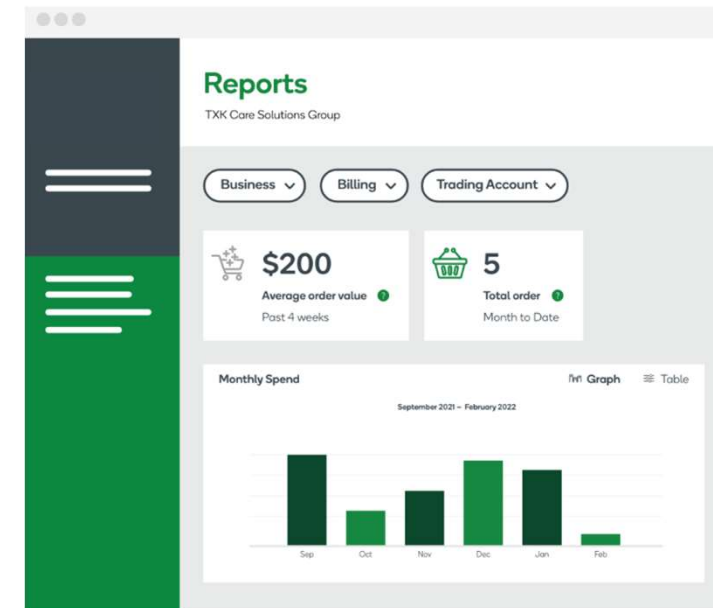
Customer Business Analytics Console



Manage people



View and manage account



Reporting

- View order volumes and history, review category performance as well as other metrics
- Extractable reports e.g. Statements



Enable customer self-registration



Fast shopper

- ✓ Sign up and start ordering in under 5 minutes
- ✓ Browse 20,000+ great value products with consistent pricing and free delivery options for easy budget management
- ✓ **Suitable for** individuals buying regularly on a credit card




Small to medium business

- ✓ Register your business and start ordering straight away
- ✓ Multiple buyers per account, manage invoices, line of credit and spend reports in one place
- ✓ **Suitable for** Offices, Schools, ECEC, OOSH, Community, Not-for-Profit, Cafe's, Restaurants, Marine, Construction, Health and Medical



Large organisation

- ✓ Customised account set-up to reflect your organisation with spend visibility across all lines of business
- ✓ Fast onboarding from a team of business experts to make switching suppliers easy
- ✓ **Suitable for** large organisations with multiple sites, buyers requiring account customisation



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Next

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APPLY TO BECOME A RED STAR WHOLESALE BUSINESS CUSTOMER TO RECEIVE GREAT BENEFITS

- ✓ Get **discounted** prices.
- ✓ Buy now and **pay later** on credit.
- ✓ **Free delivery** for orders over R1000.

[Log in to Business Account](#)

Delivery is only available in specific areas within the Western Cape and Gauteng.

[Help Centre](#) [FAQ & Support](#)

- Introduce a quick self-registration option
- RedStar Wholesale features a quick registration for B2C customers as well as ability to register business



Other activity

- Closing Red Star KZN (MUST DELIVER IN PI17) – 30 October
- LS website shut down – 30 November