

B2B Ecommerce

Quarterly Review Meeting – 19 September 2025

**Optimise.
Enhance.
Grow.**



Agenda

1

FY25 recap



2

Key Outcomes from Previous Divisional Meeting



3

July-August Platform Performance



4

Brand Performance and Key Focus Areas



5

Risks & Issues



Key Outcomes from Previous Divisional Meeting

White Label Opportunities

- Explore replication across Shoprite Group (OK Franchise)

Customer Self-Service – Cash & Carry

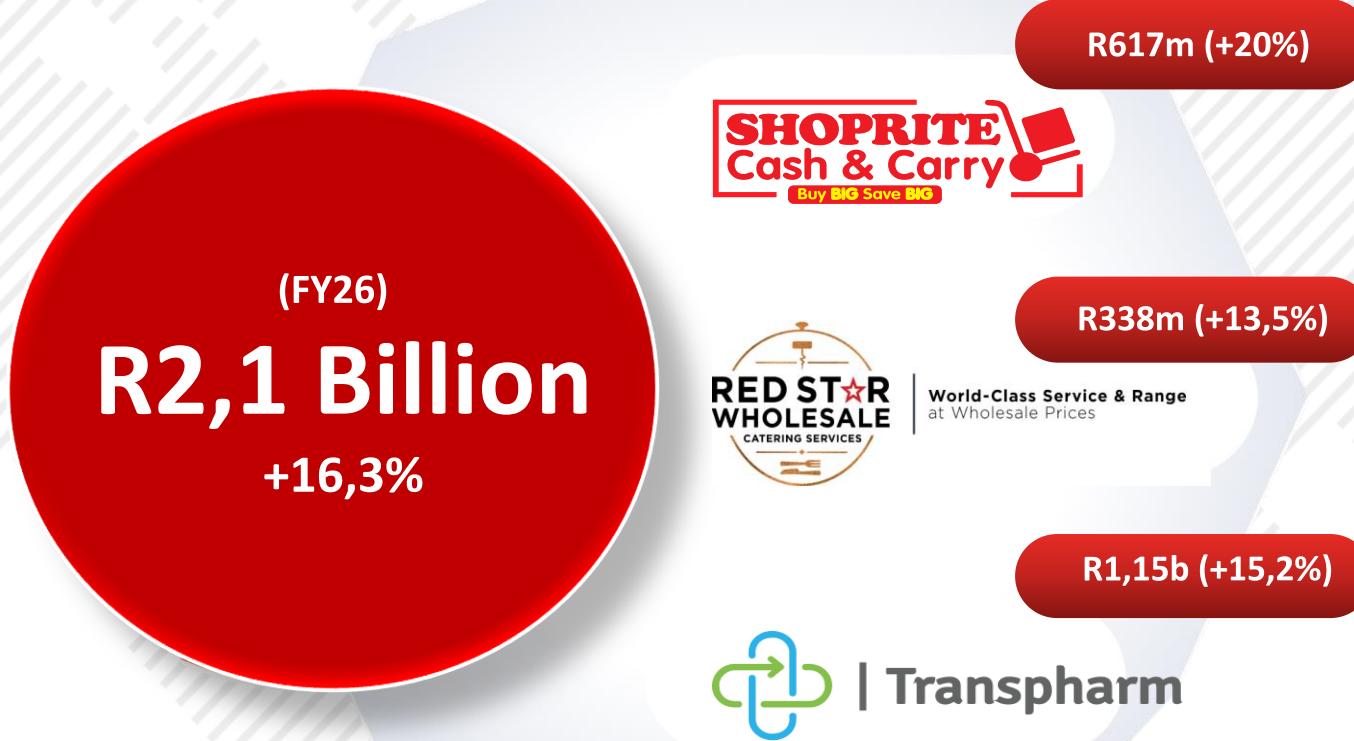
- Goal: Increase customer independence in purchasing
- Reduce reliance on trader-assisted sales
- Consider tiered pricing to incentivize self-service

Additional Payment Methods

- Current Pay@ process is complex and needs simplification
- Collaborate to expand payment options with competitive fees
- Boost Traders Card adoption through targeted marketing

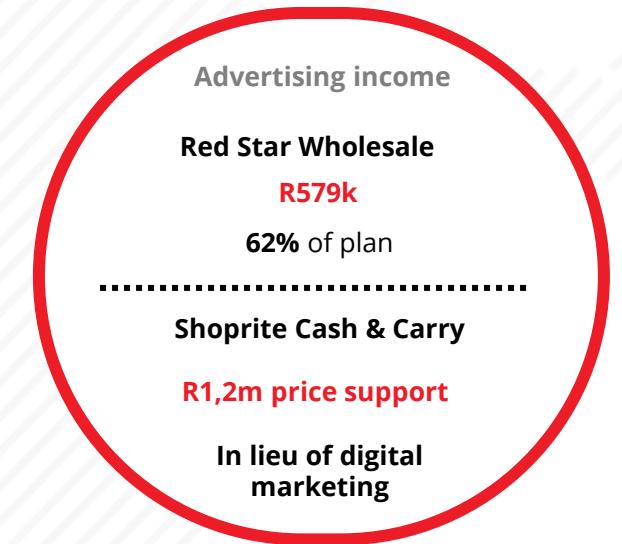
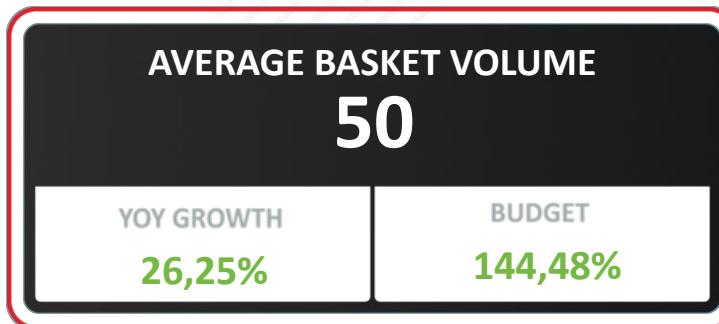
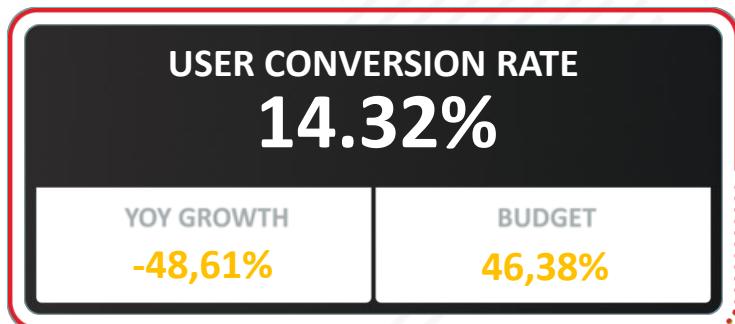
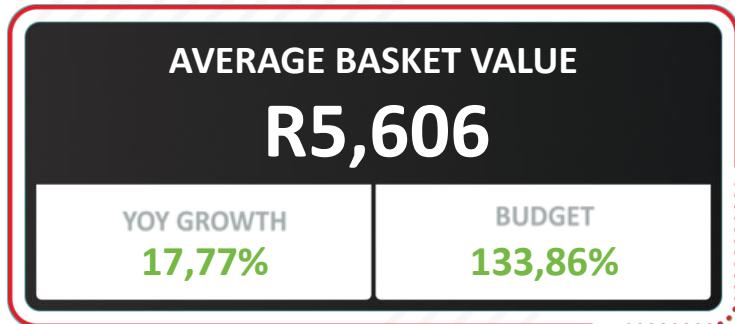
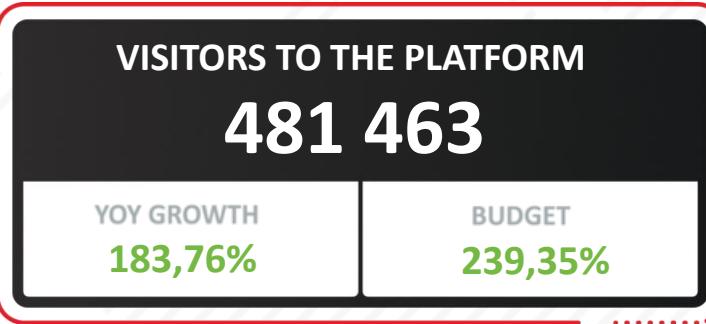
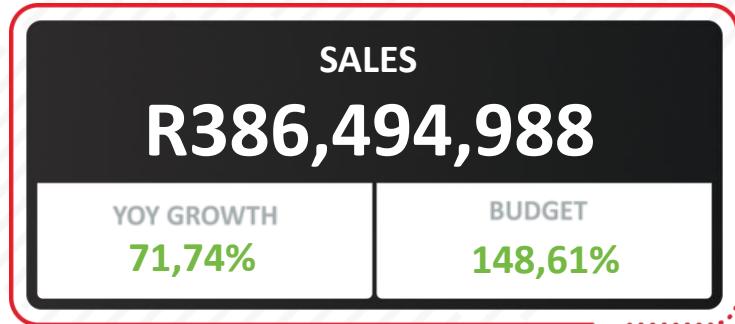


FY26 Revenue Budgets

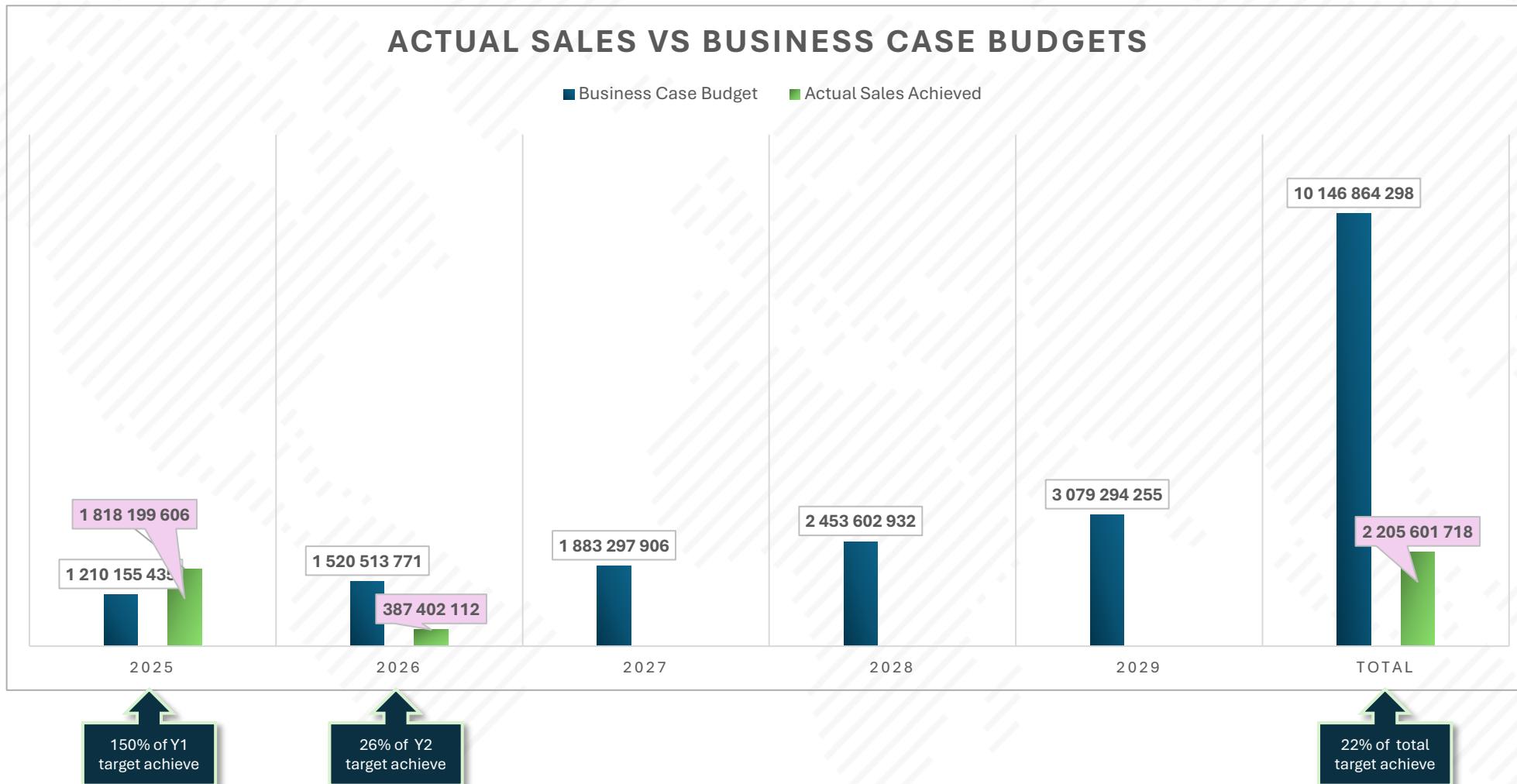


* Projections to be revised based on FY25 closing sales results whilst maintaining growth percentages

Platform: July-August (Julian)



Business Case Performance



- Achieved 150% of Y1 Business case budget – R1,8B
- Currently on 26% of Y2 Business case budget – R 387m
- Currently on 22% of 5-year business case budget – R 2,2B

Platform monitoring & Support

System Monitoring & Support

Continue initiative to improve alerting to ensure timely, accurate, and actionable notifications for enhanced operational responsiveness.



Technology Efficiency

The lean team actively looking at strategies to minimize manual operational and development efforts to enhance overall resilience and efficiency.



Shoprite Cash and Carry Support

Continue initiative to enhance Store support aiming to be more scalable and streamlining to store Support, to improved overall service delivery, currently via WhatsApp.



Upgrade (Cloud)

Project – Design & Setup in Progress, plan to start with build and test in PI25



Security

Cybersecurity Vulnerabilities – 0 Critical, 4 High (Waiver), 5 Medium



Azure Security Patches: Up to Date

Continuity

Upcoming Trial – 23

September

Back up – 60 seconds



Recovery Time – 4 Hours (SLA)

Incident Management

SLA – 100%

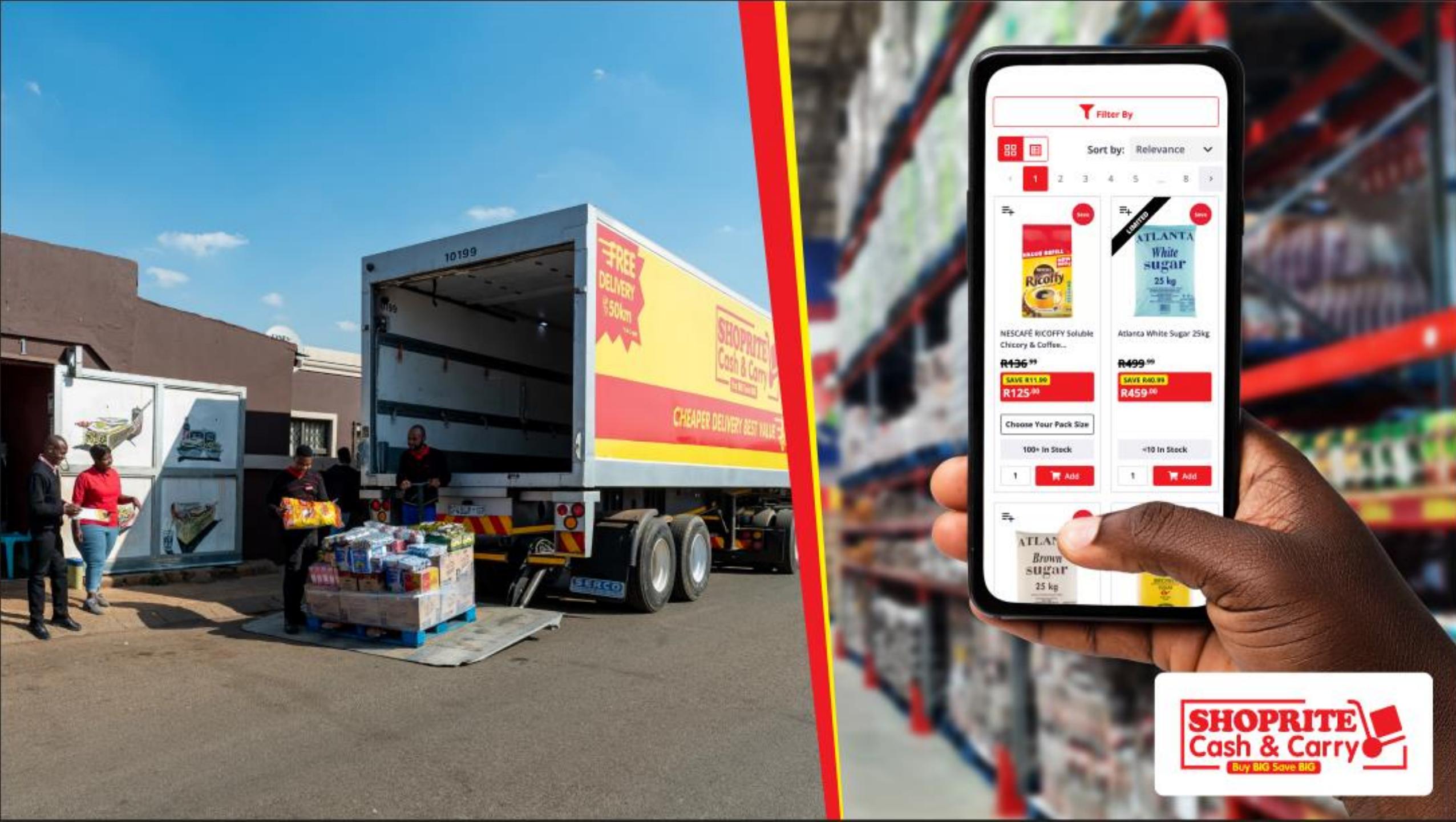
Last P1 Free Days - 105 Days
(eCOM Only)



Platform Enhancements



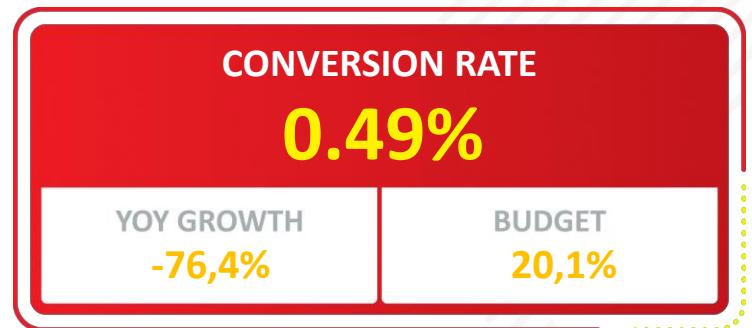
	Delivered	In progress	Backlog /Unapproved
Improve overall customer experience	Improved customer registration (TP) Enhance C&C invoice display	Migrate to SAP Commerce cloud Simplify log in journey Improve display of Out-of-stock items that block checkout Improve data transfer speed between eCommerce and POS to enhance ASM quality	Simplified check-out journey Improve Customer Registration Enhance My Orders Page Introduce Personalised Website customer displays Customer analytics console Enhance last mile order tracking visibility
Leverage data insights	Introduce more eCommerce data to the Data Lake	Tableau reporting - Customer insights	Utilise reporting to understand customer segmentations and customer purchasing behaviour
Increase revenue and basket size	Remove "My Price" and Savings Calculations from tier 016 Prices Enable Bonus Buys on Ocean Basket Implement multi-buys consistently	Enable on-boarding of franchisees with bespoke ranges (Inclusions/Exclusions) Display enriched Promotion detail in quick order search bar	Suspend and resume at POS Debit card MM Tiered Pricing based on Volume Botswana business expansion Enable drop shipping Ability to place Back Order Enable Quote functionality S6 digital order form Rebate pricing
Grow eCommerce Customer base		Telesales Customer migration - via product updates	Incentivise customers to migrate to self-service
Focused data driven digital marketing	Implement monthly mailers (C&C)	Optimise SEO to drive organic traffic	Implement a B2B marketing strategy Introduce customer segmentations for email marketing
Operational efficiencies	Enable the look up of a customer by Business name (ASM) Upload more promotional articles at a time	Reduce manual data interventions through automated feed from SAP (e.g. VAT)	



SHOPRITE
Cash & Carry

Buy BIG Save BIG

Shoprite Cash & Carry: July-August (Julian)



- Groceries sales: 136,9m (85,8% of sales)
- Liquor sales: 22,6m (14,2% of sales)

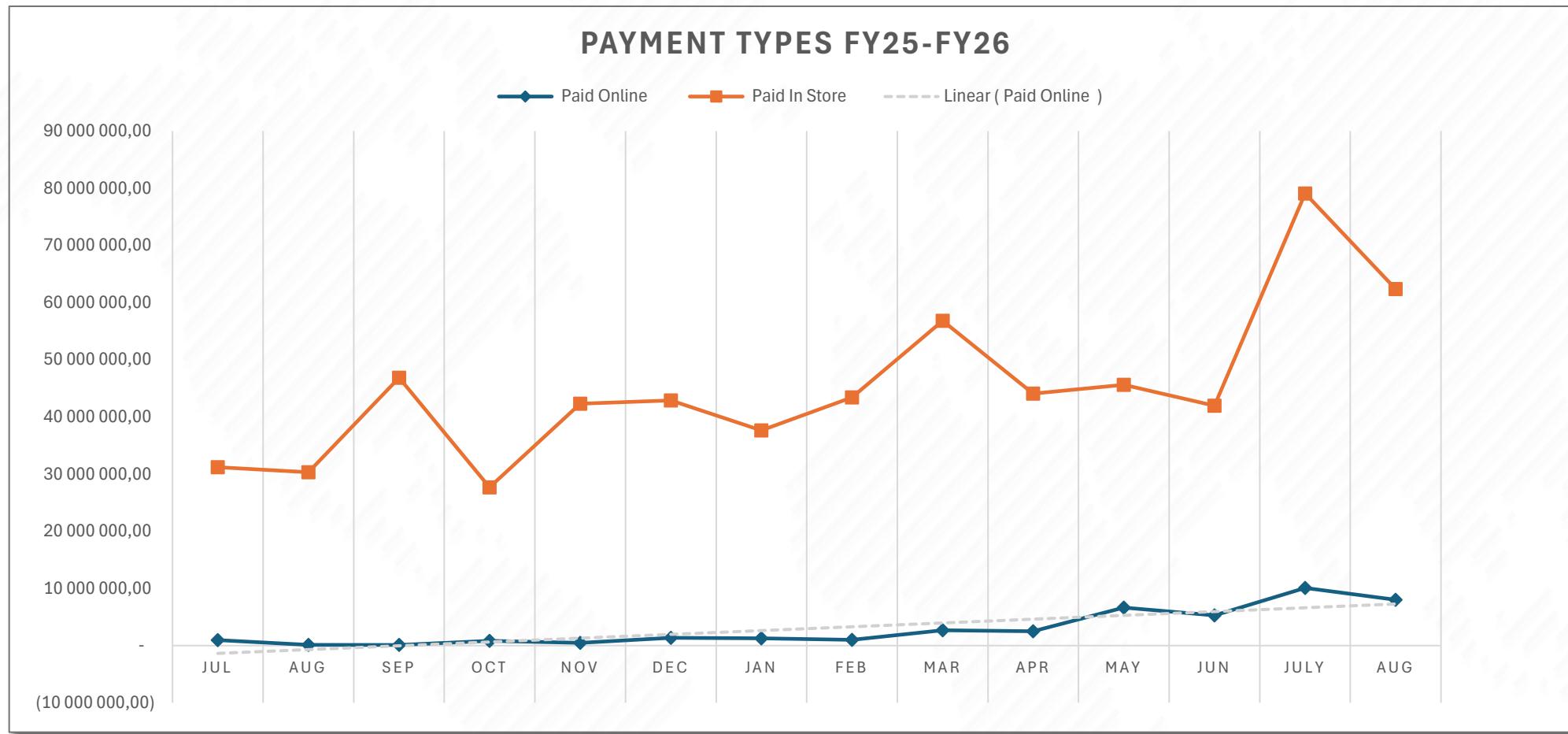
Average basket size growth up 133%:

- Email and Social media marketing has driven a high growth in visitors to the website (+409% on LY)
- ✓ Customer visibility of full range and promotions per store
- ✓ Greater visibility of PK range (basket value +133% on LY)
- ✓ Traffic driver to stores

Conversion rate drop on LY (-76%)

- Customers view ranges and promotions on the website before contacting the trader
- The order then materialises later. The order is either placed via the ecommerce channel or in store through POS
- This has impacted the conversion rate i.e. High volume of visitors to the website and transactions conducted later

Drive customer self-service



Months	Online Payments % Contribution
July	3,0%
August	0,4%
September	0,2%
October	2,8%
November	1,2%
December	3,1%
January	3,3%
February	2,3%
March	4,5%
April	5,4%
May	12,8%
June	11,2%
July	11,3%
August	11,4%
Total	6,2%

- Online payments accounts for 6% of total sales
- Durban accounts for 59% online payments
- ❑ Although 30% of orders are transacted through the eCommerce platform, it is important to drive customer self-service transactions

Online payments: Research



Company Name	Thandabantu Enterprises Wholesale and Import Company size 22-50 Durban area
Total Spend	R6 034 239
Total Order Count	22
Total average orders	R223 490
Paid Online	R4 950 152
Paid online orders	22
Online average orders	R225 007
Instore	R1 084 087
Instore orders	5
Instore average orders	R216 817
Order Frequency	Every 2-3 days
Fullfilled by store	SW Durban
Distance from Store	10km
Categories Shopped	Groceries
Sub-category	Carbonated, Cordials, Juices
Top purchased item	Red Bull 250ml



Company Name	JAWHAR TRADING t/a MAMBHA CASH & CARRY Wholesaler Unknown Durban area
Total Spend	R130 990
Total Order Count	5
Total average orders	R26 198
Instore	R0
Order Frequency	Every 5-11 days
Fullfilled by store	SW Durban
Distance from Store	28km
Categories Shopped	Groceries
Sub-category	Groceries, Toiletries and Healthcare
Top purchased item	Maize Meal Super Nyala 5Kg

Customer benefits of online shopping:

- ✓ Delivery convenience - “Never leave my store”
- ✓ Ability to negotiate telephonically with trader
- ✓ Wide range available and visible online
- ✓ Online payment options

Online payments: Research



Shoprite Cash & Carry: Durban

96 Sylvester Ntuli Rd, North Beach, Durban, KwaZulu-Natal

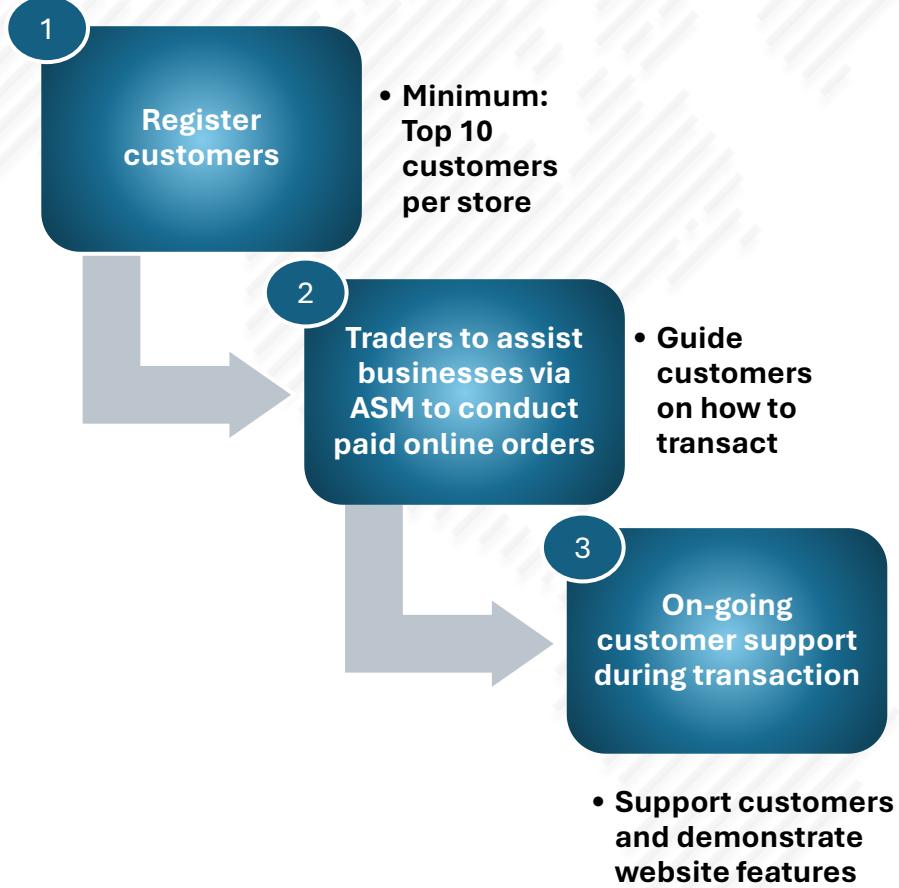
Why is online payments important to you?	Customer order history access OMS allows for faster more accurate picking Process allows for faster deliveries Able to monitor our sales daily on eCommerce with the daily reporting
What makes your customers want to purchase online?	Ability to see all promotions by store online Convenience and they do not have to leave their stores. Able to negotiate remotely Free delivery within 50km
How have you driven online payments?	Review received paid online orders regularly and complete transactions on the same day Promote and explain online payments and benefits to all customers
What do you suggest to other stores on how to drive online payments?	Traders are required to assist as long as we do not have discounts available online. Load your top 10 customers and encourage them to pay online as its convenient.
How can we improve the customer experience?	Simplify the registration process Introduce ability to do deals directly online so that customers placing large orders can skip the negotiation with traders



"Key take outs"

- ✓ Customers do not need to leave their store
- ✓ Customers can view the range and promotions online
- ✓ Faster for traders to fulfil orders
- ✓ After sales support is easier (e.g. view order history)
- ✓ Automated invoice generation
- ✓ Providing ongoing explanations of the convenience and advantages of online payments to customers is essential.

Drive customer self-service



Store Traders

- ❑ Ensure all online paid for orders are transactionally completed on the same day
- ❑ Persist with advising customers to self-service or conduct transaction via ASM
- ❑ Super user to upskill business champions per store

Marketing

- ❑ Develop video content showcasing “How to pay online”
- ❑ Promote self-service via relevant social media channels
- ❑ Email video out to customers opting in to marketing
- ❑ Develop simplistic guide for customers and new customers (flyer)

Promote convenience factor

- ✓ No need to leave your store
- ✓ Free delivery within 50km
- ✓ Ability to negotiate remotely and apply discounts to cart
- ✓ Multiple payment options



Register customer



ASM assistance



Ongoing support

Platform Enhancements



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Improve overall customer experience	Improved customer registration (TP) Enhance C&C invoice display	Migrate to SAP Commerce cloud Simplify log in journey Improve display of Out-of-stock items that block checkout Improve data transfer speed between eCommerce and POS to enhance ASM quality	Simplified check-out journey Improve Customer Registration Enhance My Orders Page Introduce Personalised Website customer displays Customer analytics console Enhance last mile order tracking visibility
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Operational Improvements

Operational Enhancements Driving Efficiency & Growth

PIM Project in Progress:

- Strategically adding missing pallet images to enhance product visibility—cost-effective and impactful.

ERP Optimization:

- Design changes implemented; barcode flow streamlined, reducing manual intervention.

Inventory Accuracy:

- Stock-on-hand fixes have minimized friction in the customer journey and lowered support requests.

Promotional Focus:

- Prioritized promotional items and imagery have boosted campaign performance and sales.

Customer Banking Challenges:

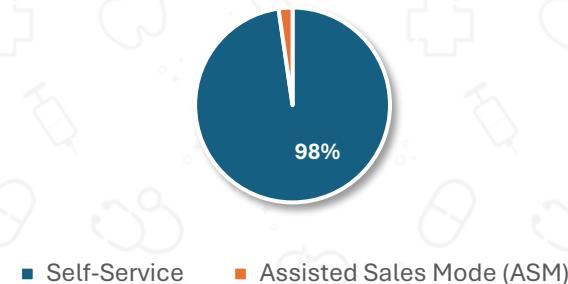
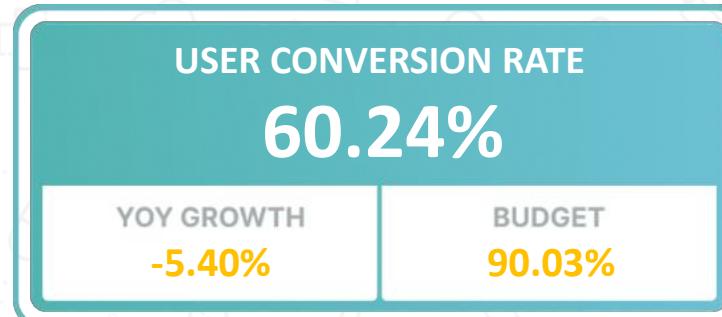
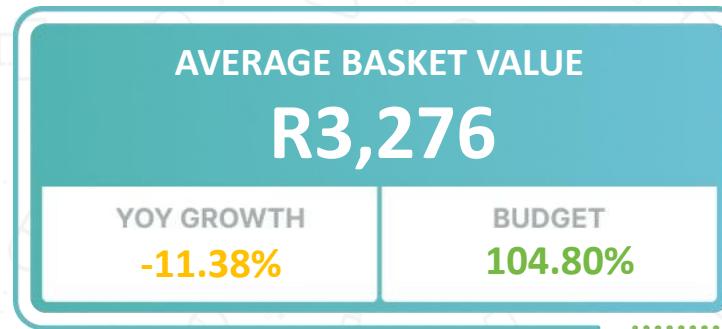
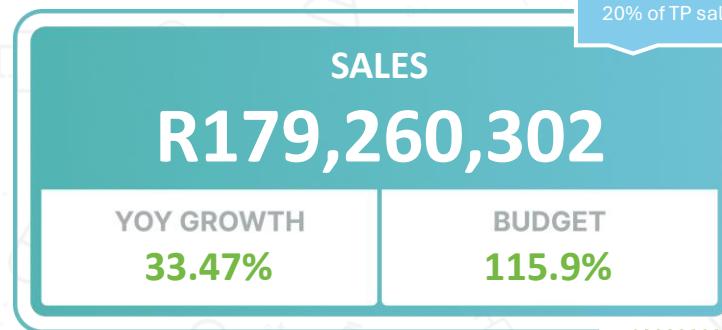
- Monitoring high-volume buyers facing payment issues due to insufficient funds or fraud alerts—market analysis and collaboration with FS in progress.





 | Transpharm

Transpharm: July-August (Julian)



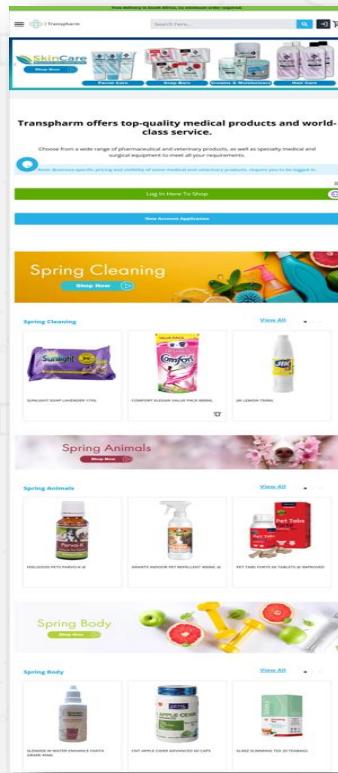
Grow basket value (TP sales team and eCom collaboration)

- Target strategic categories and customer groups to grow
- Include categories where we are losing market share
- Implement refined marketing strategy
 - Elevate on website (Landing pages, Homepage display, article boosting, etc)
 - Segmented email marketing

Conversion rate:

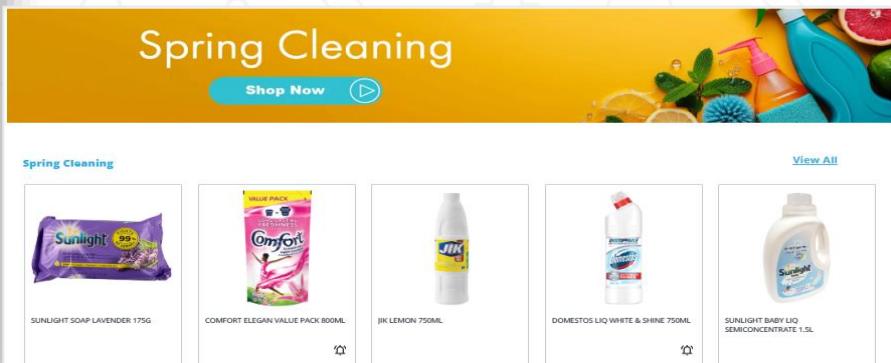
- FY26 planned Conversion rate = 55,96% (FY25: 55,48%)
- Drive customer self-service (Coupon incentive)

Category awareness



Enhanced landing pages:

- ✓ Category banners on homepage
- ✓ Category product rails on homepage
- ✓ Emailers to feature category click throughs (X8 emailers per month)
- ✓ Example:
 - Sunlight soup sales achieved 103 units sold in 4 days
 - Previous month sold total of 101 units



Sub Banner Breakdown

Sub Banner Name	Impression	% Δ	Clicks ▾	% Δ	CTR	% Δ
Spring Cleaning Log In-Out - Product Rail 1	8,984	185.3% †	124	103.3% †	1.38%	-28.7% †

First
4
Days

A	B	C	D	E	F	G	H	I	J
CODE	DESCRIPTION	ONHAND	CURRENT	08/25	07/25	06/25	05/25	04/25	03/25
83938	SUNLIGHT SOAP LAVENDER 175G	2	103	101	24	52	0	0	0
89575	SURF HAND WASHING POWDER FLEXI 3KG	1	0	39	226	238	1	127	127
92133	COMFORT ELEGAN VALUE PACK 800ML	7	22	20	21	29	20	21	21
92143	OMO WASHINGPOWDER AUTO BALE 2KG	0	0	0	0	61	0	40	40
92146	SKIP PERFECT WHITE LIQUID 1.5L	0	0	41	37	0	0	0	0

THE ENHANCED TRANSPHARM WEBSITE
= WHERE SAFETY MEETS SIMPLICITY! =
MORE SECURE, MORE EFFICIENT, MORE YOU!

Click here to start

- | | |
|------------------------------|---------------------|
| 1 Steps For First Time Login | 6 Saved Lists |
| 2 Multiple Accounts | 7 Manage my Cards |
| 3 My Company Units & Users | 8 Site Navigation |
| 4 My Orders | 9 Other Promotions |
| 5 My Account | 10 Checkout Journey |



Latest Catalogue Quick Order Contact Us My Account

Emailer highlights:

- ✓ Benefits of website
- ✓ Category highlights



B2B

Features and Benefits

Menu Navigation

MAIN MENU

Click On The Section Below You Would Like To View:

1 Steps For First Time Login

6 Saved Lists

2 Multiple Accounts

7 Manage my Cards

3 My Company Units & Users

8 Site Navigation

4 My Orders

9 Other Promotions

5 My Account

10 Checkout Journey

- ✓ To be issued to new customers and customers registered by accounts team

New Exciting Website Features

Once signed into your account you can view/manage your account using this drop-down menu:

MAIN MENU

2 Add or remove Company Users (*Buyer Admin role only)
2.1 By navigating to "My Company Users", you will be able to add, edit or remove other users.

1 My Company Units
1.1 By Clicking on "My Company Units" and then "Manage Users" (this allows for the ability to add or remove users - refer to 2.2 for the screen that will be displayed).

NEXT PAGE →

My Orders

MAIN MENU

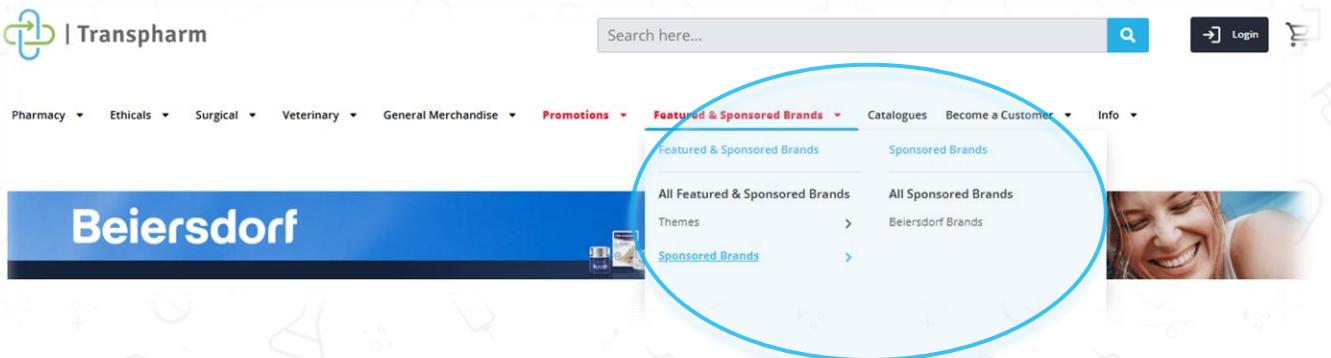
3 My Orders
3.1 You can view your order history, order status and see who placed an order by clicking on "My Orders" which will display the below:
3.2 Order statuses
Pending: Order has just been placed and has not yet been processed
Invoiced-Full: Order has just been placed and has not yet been processed
Invoiced-Partial: A portion of the order was fulfilled; some products were unavailable, leading to a partial invoicing of the order.
Cancelled: None of the products were delivered, resulting in the cancellation of the entire order.

3.3 Clicking on "View Order Details" displays the contents of the order.

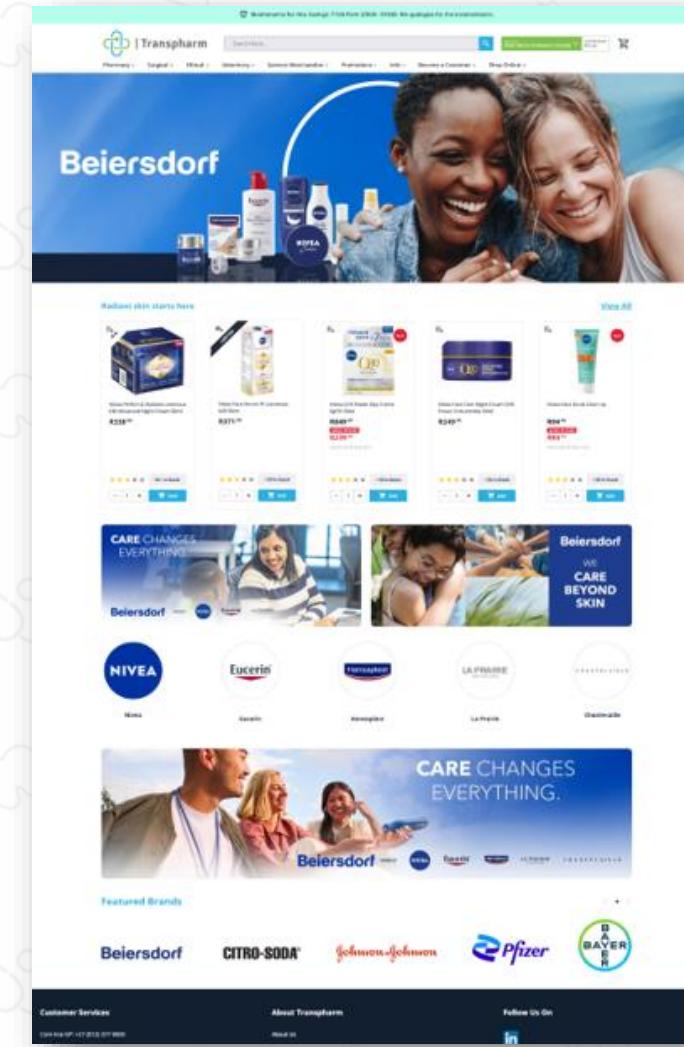
NEXT PAGE →

Supplier landing page: Beiersdorf example

- Monthly email count has reduced from – 22 emailers to 8 emailers
 - The 14 emailers dropped will be replaced with **Supplier Landing Pages**
-
- ✓ Paid for enhanced content
 - ✓ Supports search engine optimisation
 - ✓ Suppliers want a “Store-within- a-store”



The screenshot shows the Transpharm website interface. At the top, there's a navigation bar with links for Pharmacy, Ethicals, Surgical, Veterinary, General Merchandise, Promotions, Featured & Sponsored Brands (which is circled in blue), Catalogues, Become a Customer, and Info. Below the navigation is a search bar with the placeholder "Search here..." and a magnifying glass icon. To the right of the search bar are "Login" and "Cart" icons. A large blue banner at the bottom features the Beiersdorf logo and a smiling woman.



Coupon codes

The screenshot shows a shopping cart page on the Transpharm website. The cart contains three items:

Item	Item price	Total
PERFECT BRANDZ LEMONGRASS 125ML	R135.67	R135.67
PERFECT BRANDZ MICROBESHIELD 125ML	R135.67	R135.67
PILL DISPENSER INTENS CARE 7 COMPARTMENT	R62.58	R62.58

The order summary shows the following details:

Subtotal after discounts:	R300.53
Estimated shipping:	Free
Sales VAT:	R45.08
TOTAL:	R345.61

A message indicates a 10% discount was applied using the coupon code [TPTESTPERCENTAGEOFF].

The right side of the image shows a second shopping cart with a different set of items and a total of R5,918.16.

Coupon types:

- Discount:** Percentage off and Rands off
- Threshold offer:** Free Gift, Percentage off, Rands off or product specific offers when meeting threshold
- Product Specific:** Free Gift, Percentage off and Rands off on specified product
- Customer specific:** Percentage off or rands off for specific customer

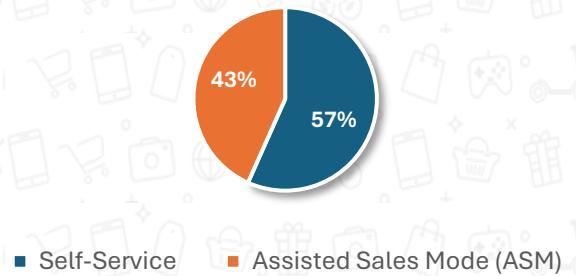
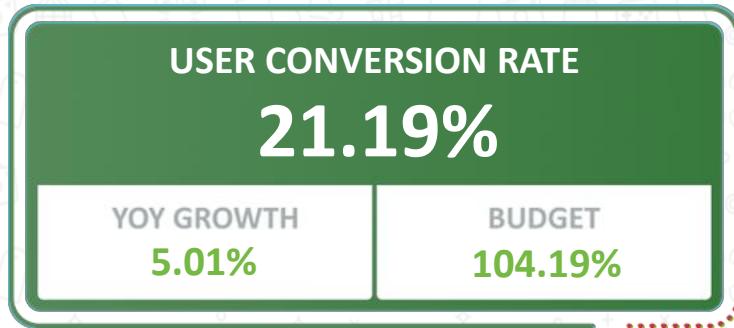
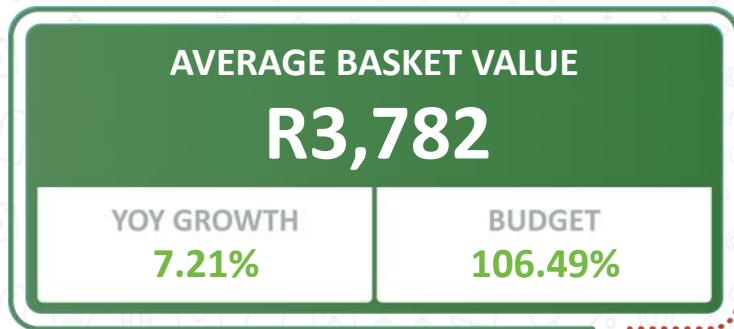
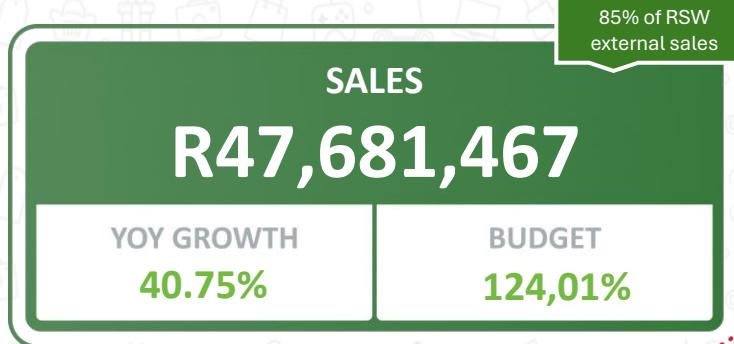
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Red Star Wholesale: July-August (Julian)



Sales and Order volume growth:

- Sales was up 41% on last year as well as order volume (+31%)
- ✓ Increased visitors to the website (+25%)
- ✓ Regular promotions driven via email marketing
- ✓ Implementation of multi-buy deals and elevation of top-seller on the website (basket value up 7%)

Drive self-service

Customer self-service is key allowing agents to increase outbound sales calls



Simply download and fill out the application form to apply.

Click Below To Start Your Application Process



Business Application

Apply for a 30 day account for your business and join 1000's of South African business saving every day!

RED STAR WHOLESALE BUSINESS ACCOUNT



- Get it all from one supplier
- Pay 30 days from statement
- No interest or admin fees
- Effortless online ordering
- World-class service
- Tailored pricing
- Assured quality
- FREE delivery on orders over R1,000

For more information contact our team at help@redstarwholesale.co.za

Navigate Our Site Using Our How-To-Guide

Watch Our Step-by-Step Guide Now



RED STAR WHOLESALE BUYING CARD



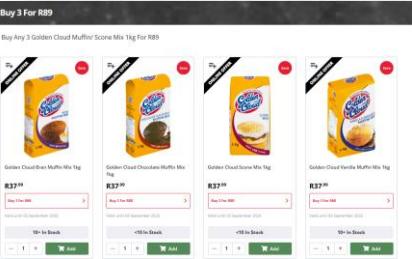
- Get 2.5% discount on your purchases
- Pay 30 days from statement
- No interest or admin fees
- No more cash handling
- Perfect for stock emergencies
- Get email notifications for all transactions
- Use at any Checkers or Shoprite Group store, including Sixty60!

For more information contact our team at help@redstarwholesale.co.za

- ✓ PDF issued out to businesses who are not self-transacting
- ✓ Agents to continue encouraging customer self-service in efforts shift the focus to more out bound sales calls
- ✓ Regular digital marketing executions encouraging self-service and website benefits

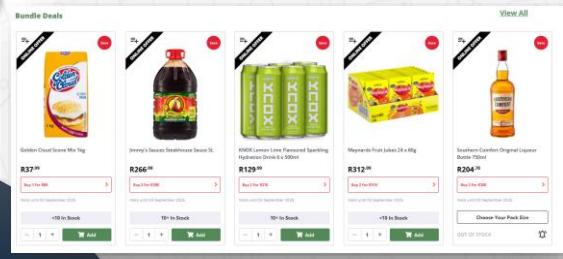
Leveraging website features and data

1



Sales increase of
+88% on LY

2



95.2% user
engagement rate

Utilise multi-
buy pricing
mechanics

Ensure
effective
website
display

Measure
results

Communicate
via email
marketing

3

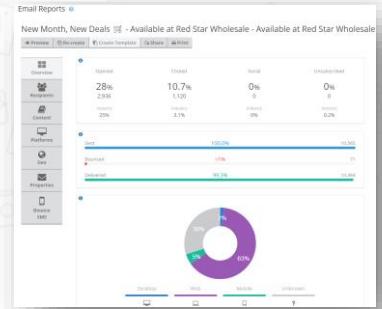
28% open rate
11% click through rate



Google Analytics

Item list ID	Item list name	Item list position	Sessions	Engaged sessions	Engagement rate
Totals			6,291	5,991	95.2%
1	Carousel	Bundle Deals	2	4,892	4,687
2	Carousel	Bundle Deals	3	4,882	4,654
3	Carousel	Bundle Deals	1	4,913	4,708
4	Carousel	Bundle Deals	0	6,290	5,990
5	Carousel	Bundle Deals	4	4,840	4,635

everlytic



- Buying teams have leveraged bonus buy website mechanics
- Sales on the promoted articles were up 88% on LY (Period: 20 Aug – 3 Sept)
- Email engagement rate was the highest result achieved:
 - ✓ Open rate 28% (16% target)
 - ✓ Click through rate 11% (3.4% target)



Optimised content: Supplier funded

Premier's Must-Have Essentials

More meals MORE to WIN!

SMALL BUSINESS PARTNERING PRODUCTS FOR R3 000 OR MORE

TRY ME I'M NEW

Snowflake Flour: Perfection in Every Grain

TOO FRESH to flop

Snowflake premix: Baking made easy, quality guaranteed

PREMIXES RANGE

Top Sellers

CASTLE LITE BEER KEG 50L + Deposit R1,809

CASTLE LAGER CANS 24 x 500ml R825

FLYING FOAM PREMIUM LAGER 24 x 500ml R825

CORONA LAGER BOTTLES 24 x 500ml R823

Shop our Famous Corona & Castle Lite Brand

THIS IS LIVING

THE TASTE THAT'S STOOD THE TEST OF TIME

Corona Lager is South Africa's favorite beer. There's nothing quite like cracking open a Castle while standing around a braai and watching the big game with your friends. Castle Lager has been the original recipe since 1895, continuing today for over 125 years.

GRAB A CORONA CERO AND STAND A CHANCE TO WIN R10 000

TRY ME I'M NEW

CORONA CERO AND A CHANCE TO

- ✓ Optimised content supporting improved SEO
- ✓ Engaging displays including GIF images
- ✓ Supplier funded

Platform Enhancements



	Delivered	In progress	Backlog /Unapproved
Improve overall customer experience	Improved customer registration (TP) Enhance C&C invoice display	Migrate to SAP Commerce cloud Simplify log in journey Improve display of Out-of-stock items that block checkout Improve data transfer speed between eCommerce and POS to enhance ASM quality	Simplified check-out journey Improve Customer Registration Enhance My Orders Page Introduce Personalised Website customer displays Customer analytics console Enhance last mile order tracking visibility
Leverage data insights	Introduce more eCommerce data to the Data Lake	Tableau reporting - Customer insights	Utilise reporting to understand customer segmentations and customer purchasing behaviour
Increase revenue and basket size	Remove "My Price" and Savings Calculations from tier 016 Prices Enable Bonus Buys on Ocean Basket Implement multi-buys consistently	Enable on-boarding of franchisees with bespoke ranges (Inclusions/Exclusions) Display enriched Promotion detail in quick order search bar	Suspend and resume at POS Debit card MM Tiered Pricing based on Volume Botswana business expansion Enable drop shipping Ability to place Back Order Enable Quote functionality Schedule 6 digital order form Rebate pricing
Grow eCommerce Customer base		Telesales Customer migration - via product updates	Incentivise customers to migrate to self-service
Focused data driven digital marketing	Implement monthly mailers (C&C)	Optimise SEO to drive organic traffic	Implement a B2B marketing strategy Introduce customer segmentations for email marketing
Operational efficiencies	Enable the look up of a customer by Business name (ASM) Upload more promotional articles at a time	Reduce manual data interventions through automated feed from SAP (e.g. VAT)	

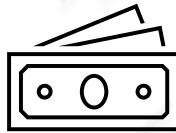
Thank You!



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Shoprite Cash & Carry: Ecommerce Objectives



Grow customer base

- Implement monthly mailers to existing customer data
- Drive social media marketing (WhatsApp and Facebook)
- Implement a B2B marketing strategy
- Optimise SEO to drive organic traffic

Grow revenue

- Increase supplier advertising support
- Increase price support from suppliers via digital marketing trade off
- Expand our online payment offerings

Drive customer self service

- Improve website merchandising and navigation
- Improve overall user experience
- Communicate B2B platform features to businesses
- Continue to train traders to educate businesses

Leverage Data Insights

- Understand key customer types: Formal and Informal
- Leverage customer data and segmentation
- Provide customer insights to support Trader sales

Red Star Wholesale: Ecommerce Objectives



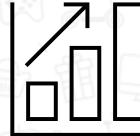
Increase basket size

- Implement multi-buys consistently
- Elevate the BCE category via website presence and strategic marketing



Grow eCommerce customer base

- Support on-boarding of franchisees
- Grow organic traffic through optimised page content (Supplier landing pages)
- Incentivise customers to move from telesales to self-service
- Enhance last mile order tracking visibility



Optimise digital marketing and advertising income

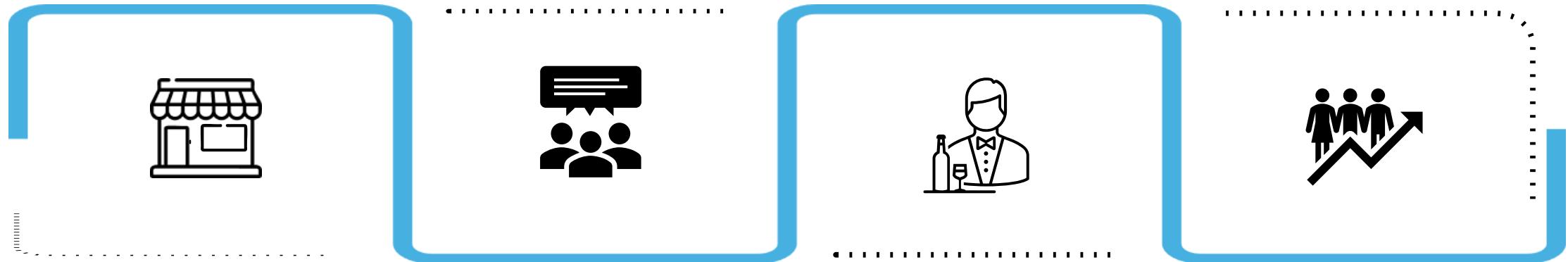
- Introduce further customer segmentations for email marketing
- Invest in boosting of LinkedIn posts to reach relevant industries
- Grow Grocery advertising income



Leverage Data Insights

- Elevate top performing categories and articles on the website
- Utilise reporting to understand customer segmentations and customer purchasing behaviour

Transpharm: Ecommerce Objectives



Accessibility to strategic categories

- Merchandise top selling products on landing pages 
- Elevate merchandising of General Merchandise
- Targeted emailing on General Merchandise
- Optimise Customer User Interface and Navigation

Grow eCommerce Customer base

- Migrate customers from other order sources 
- Telesales Customer migration - via product updates 

Improve customer self service

- Digital application forms per customer group 
- Customer address update 
- Improved customer administration (e.g. Download PDF forms, etc) 
- Customer account payments via eCom - Drive customer self service 

Focused data driven digital marketing

- Increase supplier advertising support 
- Utilise Everlytic and feature product or category thumbnails 
- Leverage customer data and segmentation 
- Category awareness campaign