

CONFERENCE WRAP UP,



CONFERENCE SPONSOR



by **GUGULETHU CELE** Conference Facilitator



Elna Moolman Macquarie Group: Economist

South Africa's economy is far from performing at its peak. With this said, things could be far worse. Consumers are still expected to remain under spending pressure as salary increases remain flat and they continue to make repayments on their debt. It's in times like these that consumers need to be incentivised to spend, through innovative value offerings by retailers and shopping centres.

Kate Snyder Instant Grass International: Head of Anthropology

Millennials are the "now" generation. These youth born between the 1980's-2000 are digital natives who know what they want, how they want it and when they want it. They are tech savvy and in touch with current global and local trends which informs how they influence and are influenced by their peers, through social media platforms.

Kirsty Laschinger Investec Group: Retail Analyst

When asked, "how's business going?", it's common language these days for retailers to respond by referring to the "tough economic climate" in South Africa. Consolidation has been evident in the sector. Despite the challenges there has been increased appetite for international brands like Cotton On, H&M, Zara to invest in South Africa. The most successful of these has been Cotton On thus far, given its agility to conform to local market dynamics.

Yvonne Court EMEA Cross Border Retail & Leisure: Partner & Head of International

Africa has the second largest growing food and beverage segment in the world. Retailers in these fields need to cognisant of addressing the growing needs of consumers these days. Which incorporate curiosity, experience, engagement and technology?

Sash Padayachee Taleo Consulting: Managing Director

In an ever-changing world it's important to look at things from two perspectives. A worm's-eye view – bottom-up and bird's-eye view – top-down. This allows tapping into delivering not only what consumers want but what they need. We need to plug into the full value chain and look at unique partnership offerings that see consumers shop but also have access to critical state services within their retail centres.

Stacey Wallaberger Metis Consulting: Founder

Stacey reminded us that the power and experience of a premium brand goes beyond company ethos, culture and branding. Effective staff training and development is essential to ensure seamless service is delivered across all stores. After all, a mall is only as great as the tenants it has in it and the staff in the tenants' stores.

Alex Anson-Esparza Clicks Group: Head of Merchandise and Marketing

The average South African has approximately 4.2 loyalty cards in their pocket. The pursuit of ensuring that yours is the card they use is a tough one. Despite the expensive cost of managing rewards cards, opportunities still remain to expand on partnerships and rewards services with new stakeholders in the country.

Wayne Bishop PHD Media: Managing Director
Odette Schwegler Blink Pictures: Founder
Mike Wronski Digital Flow: Managing Director

The store and consumer of the future is a beast. One that interacts, engages, intercedes and simplifies processes for the consumers. And a consumer who is increasingly aware of what it is they want and how they get it. BXT. Businesses that share eXperiences by using the enablement of Technology – these are ones most likely to succeed and exists in the year 2030.

Cláudia De Gouveia Macedo PwC: Customer & Digital Consulting Driver
Joven Pillay PwC: Customer & Digital Consulting Leader

For your marketing strategy to be effective in today's world you need to skip the script. Consumers believe and buy into authentic stories. Not advertising scripts. Organic conversations, with high levels of engagement, offer you the power of data and insight into your consumer's preferences.

Lynne Krog Caxton Community Papers: Research Analyst

More and more. That's exactly what consumers have. More and more retail options to select from and whilst doing this, consumers are also conscious of their time, value and experiences they wish to enjoy.

Alan Knott-Craig Project Isizwe: Entrepreneur & Founder

The good, the bad and the ugly – literally describe the entrepreneurial journey of Alan Knott-Craig. Through success and failures experienced, the power of partnerships stands true for Alan. Some partnerships are unexpected and may be challenging however with a common goal and the pursuit of changing lives for the better, partnerships can result in fruitful outcomes.

IN CONCLUSION

Understanding the needs of your customer, unpacking and analysing their data, through the use of technology are critical in today's times to ensure you remain a relevant player in the retail space. However, to ensure that your relevance is sustained, we need to combine our efforts. Only through successful partnerships can inclusive growth and retail enjoyment be sustained.