Supermarket Strategy
Current Vision

Become the first choice in our customers world of food by having the mind of supermarket and soul of a deli (the difference)
Opportunities
Grow our market share
Opportunities
Value perception
Be consistently price competitive on our KVI lines
Strategic reason for SuperWoolies

To become a complete food and grocery shop

70% of our target customer in the SA market overall shop at Woolworths

We currently only capture 37% of their total food spend
What will a Superwoolies look like

- We will continue to provide what we are famous for
- Better price tiering – delivering more good products
- Different pack sizes – bulk, family and multi packs
- High volume supermarket items – range extensions or development opportunities
- Taking iconic categories and building them
- Build new categories
- Have more Brands in Long Life
- Frequent promotions and advertise
- Be and remain competitive on KVI lines (Long Life is a large part of the KVI basket)
- Brand Ladder of products – from value to luxury
FMCG items, mainly

- Clothing smalls
- A comprehensive range of health, wellness and beauty products
- Stationery (home, school, office)
- Pets care
- Baby care
- Party and celebration
Supermarket with a Difference (continued)

AND…

- We need to maintain our difference through
  - Continue perishable offer – just better
  - Points of Difference
    - Demo’s
    - Interactive
    - 2go
    - Café
  - Talk more about our products
Future of Brands

- Proudly private label
- Include Brands that are iconic foods or exclusive Brands and Brands in line with WW brand positioning, Foodie Brands
- In our new Supermarket World, Long Life (LL) could become 50% of our Foods business (currently 30%) – our competitors are about 70% LL
- Brands could be 20 – 25% (currently 10%)
Future roll out plan

30 stores in 3 years
Summary of potential benefits and how they would be measured

- Potential benefits
  - Improved **sales** as we deliver a more complete shop for customers
  - Increased **market share** as we compete on a more level playing field with other supermarkets
  - Improve **price perception** as we get the fair share of promotional spend from suppliers in return for increased volumes
  - Increased number of **customers** as we communicate our more complete offer to them via press and TV