

SACSC RESEARCH CONFERENCE 2018

9 MAY 2018 Maslow Hotel, Sandton



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EXCELLERATE



GUGULETHU MFUPHI
Conference Facilitator

CONFERENCE WRAP UP

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.

Justice Malala: SA Political Commentator & Facilitator

Kundayi Munzara: Sesfikile Capital - Chartered Financial Analyst



"Hold your horses", short term headwinds were likely to be experienced. Confidence is on the up but noise will still persist around political rhetoric that is likely to evoke emotions of fear and panic in some investors. Fear not - as Justice said, "Keep calm and carry on shopping."

Lebo Mothsego: Foshizi - Managing Director

Insight to a consumer base that is complex yet unique customer base. Not all customers are the same, and even if they are they require you to understand them and get into their world. There's more to the "emerging middle black class" it's a growing consumer ground who just require to be understood. Understand them, earn their trust, make an effort to address their needs and you have a loyal customer.



Steven Burnstone: Eighty20 Consulting - CEO & Head of Analytics

A loyalty card is a loyalty card is a loyalty card. But if you work on monitoring your most important asset - you will be able to measure the progress of your loyalty offering. Personalize your offers, offer real value for money and offer exclusivity.



Dr Martyn Davies : Deloitte - Managing Director, Emerging Markets & Africa

Reminded us of where we are - in Africa. South Africa is no longer the darling of regional growth, and needs to be resilient and more competitive as her peers catch up. Political reforms, the privatization of state institutions and diversified economies appear to be out of our reach but we need to be more deliberate and resilient in our efforts to be globally competitive but locally relevant.



Moses Mushirivindi: MSc Real Estate (UP) - B.Com (NUST), IMM (SA)

Adapt or Die. Refurbishments are critical to reinvigorating life into shopping centres. Whether we increase GLA or make generic upgrades, a facelift will not only make your centre more attractive to new tenants, but also prove positive for your bottom line.



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John Ryan: Retail Week Retail Analyst & Journalist Stores Editor

Shopping with a difference and using technology to change our experience. The future is here and will disrupt markets, but localization of offerings is key.

Margaret Constantaras: Research IQ - Independent Consultant

Franchise operations are still good for growth, with additional support and a deliberate focus on additional financing support can still prove to be powerhouse tenants.



Nikolay Dolgov: GfK SA - GM - Point of Sales tracking, Southern Africa

Nicolet Pienaar: Business Group Manager - IT, Telecoms, Office and Photo GfK Retail & Tech SA

Smartphones - key to unlocking the needs, trends and behaviours of your customer base.



Catherine Stevenson: Cushman & Wakefield Senior Consultant - Cross Border Retail

Consumers want an experience, regardless of age. Ongoing engagement and personalized offers.



Ray de Villiers: Today Tomorrow Global - Consultant & Futurist

To be relevant in a digital world, you need to change the way you do things. Crypto currencies to experiences, we need to shape the future we want.



Lebogang Mokubela: Lemok Group - CEO & Founder

Localization of efforts, support for local entrepreneurs and tenants. Create the demand. Shopping Centres need to meet the less obvious needs of patron. Digital Age is here. Prepare the future using data and information adequately, be customer centric. Rethink the role that shopping centres play in the broader space of society.



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