

W&RSETA ILD P

Final Presentation
Group 2: Team Alcatraz



Mission

Develop a skilled, capable, competent and professional workforce to **transform the wholesale and retail sector.**



Meet Team Alcatraz



Thandi Selani
Head of Operations
Pepkor Lifestyle



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Arch Founder
Mosebo Networks



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Planning Manager
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Supply Chain Manager
Mr Price Sport



Agenda

- 1. Academic Overview**
- 2. Industry Insights**
- 3. Immersion Insights**
- 4. Recommendations**
- 5. Reflection**

01 Academic Overview



Academic Timeline

**Values Based
Leadership**

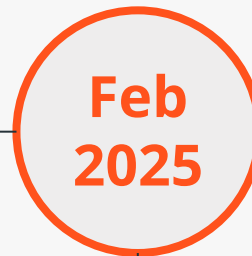


**Business
Acumen**

**African
Immersion**



**Emerging Markets & the
Managerial Context**



**East- West
Immersion**



Academic Insights



Values Based Leadership

- Prevailing **leadership practices**.
- Past ethical **leadership failures**.
- Ethical **decision-making**
- Unique **leadership abilities** and **value systems**.
- Complex **problem-solving techniques**.



Business Acumen

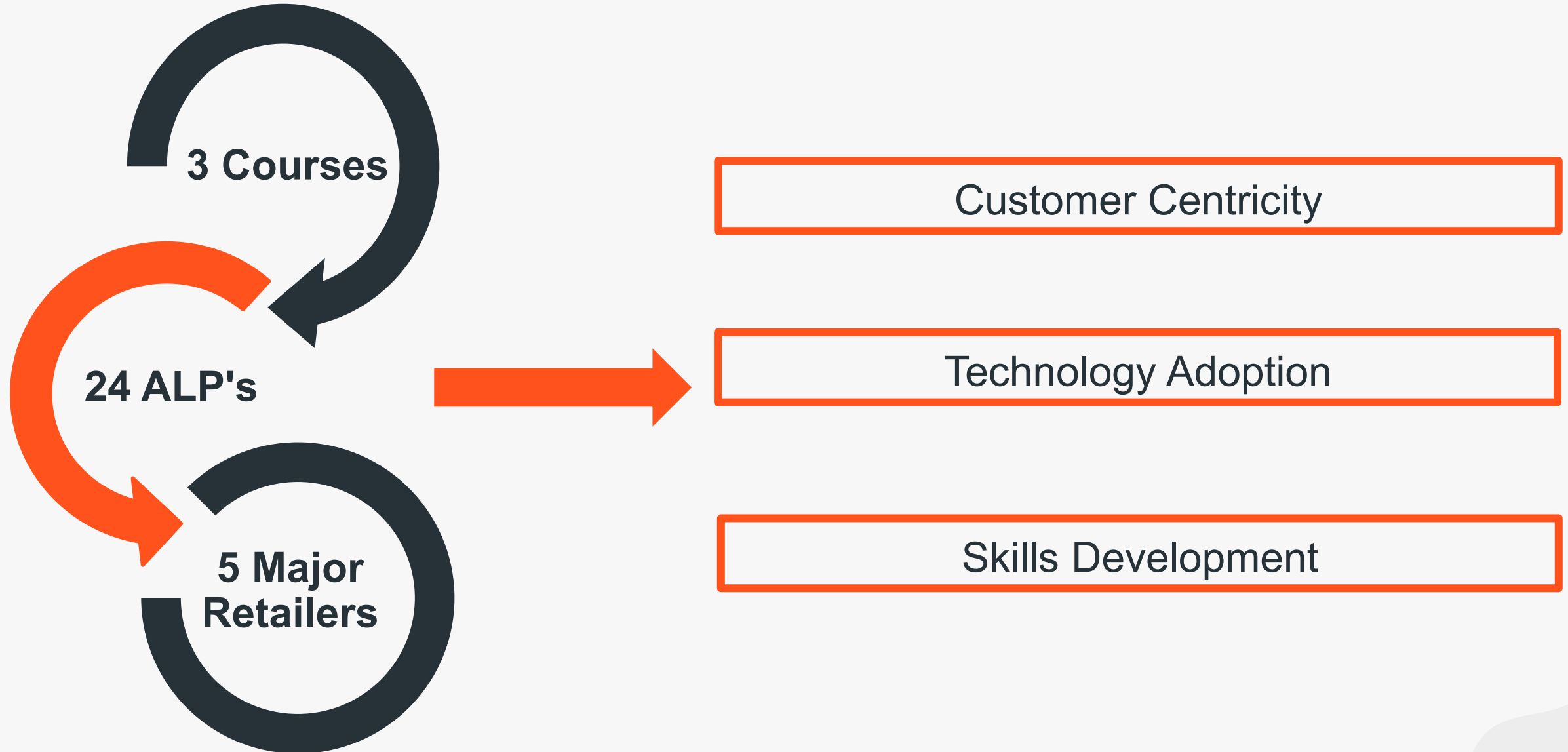
- Understanding **business position**.
- Formulating and implementing **strategy**.
- **Innovation** processes.
- Improved **organisational effectiveness**.
- Creating **value** for all **stakeholders**.



Emerging Markets

- **Contextual Factors** impacting business.
- Ensuring business and sector **sustainability**.
- Succeeding in **African and global retail markets**.

Academic Research: Common Themes



Key Industry Findings

1.

Customer Centricity

South African businesses are struggling to remain sustainable due to a **lack of modernized customer centric approaches**, resulting from leaders' **reluctance to adapt strategies**.

2.

Technology Adoption

Tech adoption in South African retail is hindered by **infrastructure gaps, high cost, low digital literacy**, and limited internet and power access-especially affecting small and informal retailers.

3.

Skills Development

The effective adoption of technology is constrained by a **lack of digital skills**.

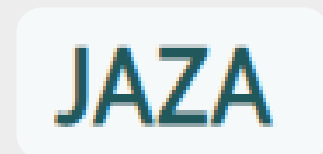
These gaps hinder retail efficiency, limit market competitiveness, and restrict broader participation in the digital economy.

Problem Statement

South Africa's retail sector faces **sustainability challenges** stemming from the slow adoption of modern, customer-focused, and technology-driven strategies.

Key Areas of Concern
Fragmented support ecosystems
Gaps in digital skills and literacy
Limited understanding of consumer behaviour

03 Immersion Insights



Customer Centricity



South Africa

Product is tailored to **geographic location and income levels**.

Loyalty programmes linked to personalized promotions.

Three Towers
Carrefour
Jaza



London

Personalization of customer needs is driving the customer experience and brand connections.

Mr Jonathan Reynolds
Ocado



Kenya

Service levels is underpinned by **technology, innovation and localization**.

Strong customer focus in both formal and informal sector.

Three Towers
Carrefour
Jaza



Thailand

Customer service and customer needs drives customer experience.

The Central Group
7 Eleven
Tops

Technological Adoption



South Africa

Reliant on **traditional** retail methods.

Payment transactions are **balanced** across cash, card and mobile.



London

Strong Omni-Channel presence with AI and data analytics driving personalization.

Payment transactions are **contactless**.

Ocado
RetailX



Kenya

Mobile technology **widely adopted** by customers.

Payment transactions are **contactless**.

Limited **AI adoption** due to cost and infrastructure.

Carrefour
Mpesa



Thailand

AI and data analytics **driving** personalization and **skills development**.

Payment transactions are **balanced** across cash, card and mobile.

Tops
7Eleven
PIM

Skills Development



South Africa

Moderate focus by large retailers towards AI and data analytics.



Kenya

Traditional retail skills development focus.



London

Leading in retail technology.

Focus is on AI and **reskilling workforce**.

Alibaba Cloud



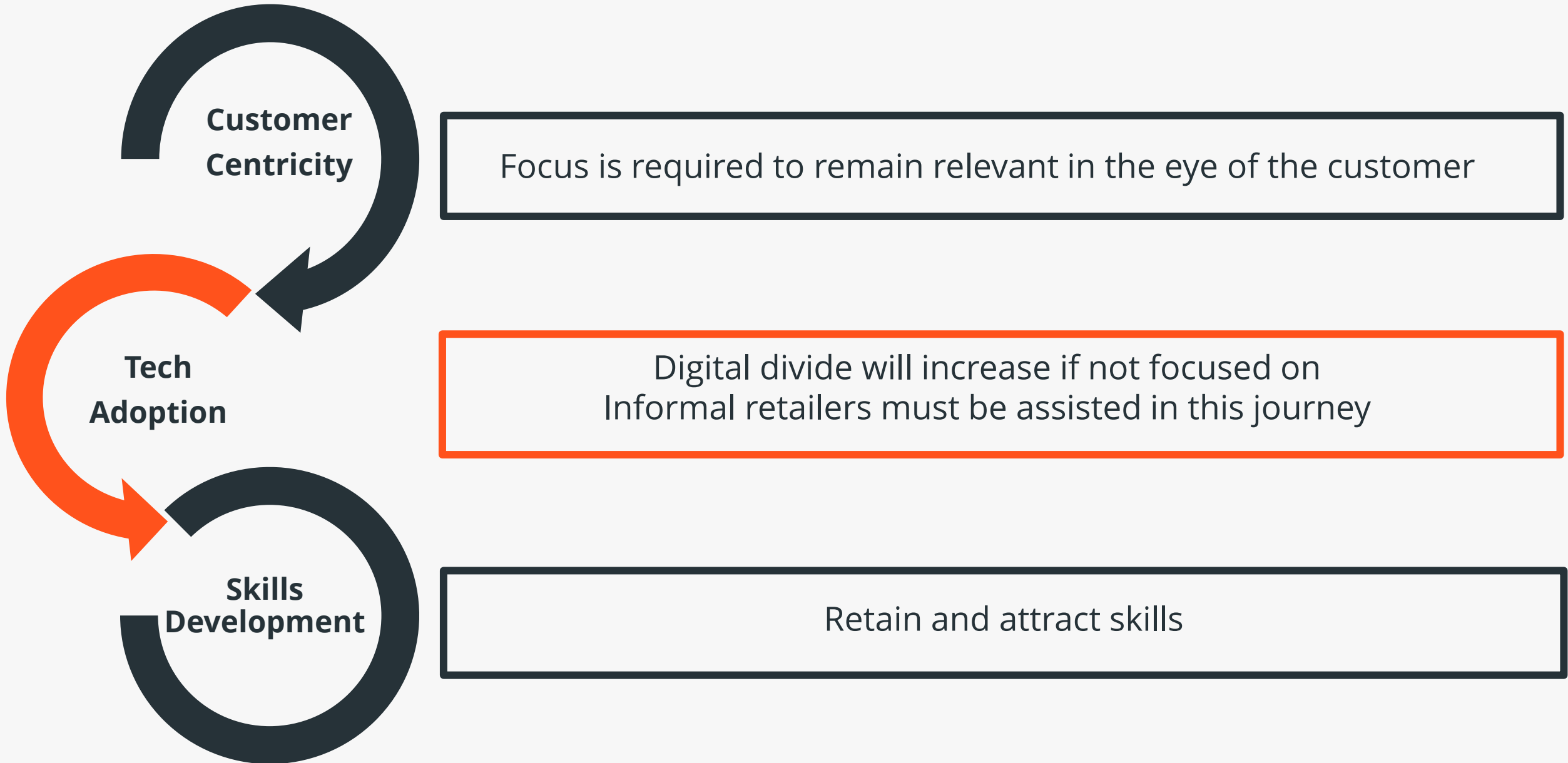
Thailand

Sector collaboration in retail training.

Strong focus on **SME and entrepreneur development**.

PIM
DITP

Immersion Highlights



04 Recommendations



Limited understanding of consumer behaviour

How:

- National benchmarking of customer focus and behaviour through data.
- Develop a partnership with Statistics SA, academia, and retailers.

Why:

- Exposes gaps to adapt by using objective data and competitive benchmarks.

Customer Centricity Index & Lab

Fragmented support ecosystems

How:

- Funding for startups co-developing affordable retail tech with corporate and public support.

Why:

- Encourages ecosystem-wide innovation tailored to retail realities.

Tech4Retail Challenge

Gaps in digital skills and literacy

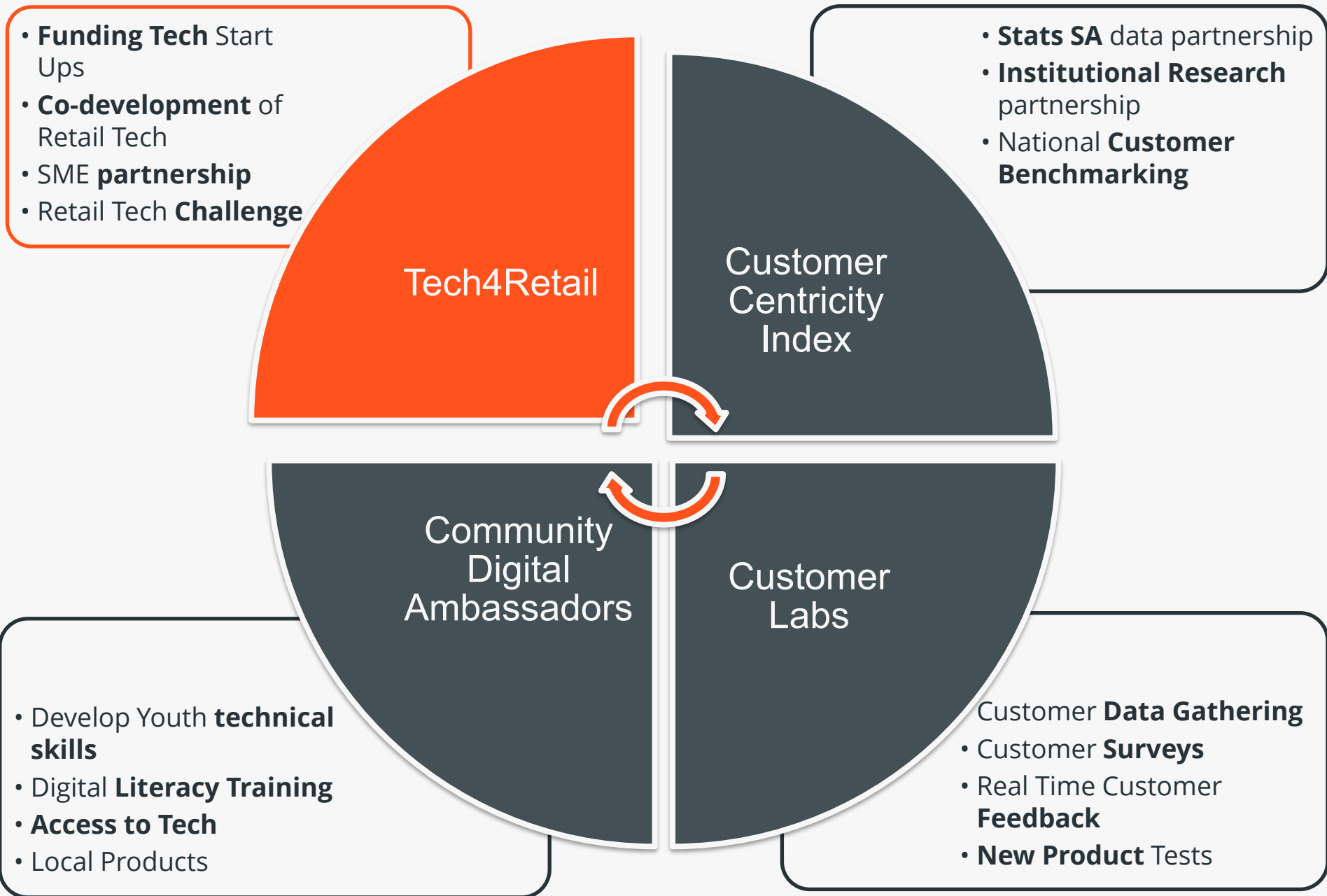
How:

- Train township and rural youth to provide local digital support and guidance.

Why:

- Ensures last-mile support through peer-to-peer and community-based delivery.

Community Digital Ambassadors



Tech4Retail Challenge

A collaborative **innovation competition** focused on **leveraging technology** to solve wholesale and retail challenges, focused on **customer centricity, efficiency and employee enablement**.

Purpose



Solve real-world retail problems through technology



Prototype customer centric solutions

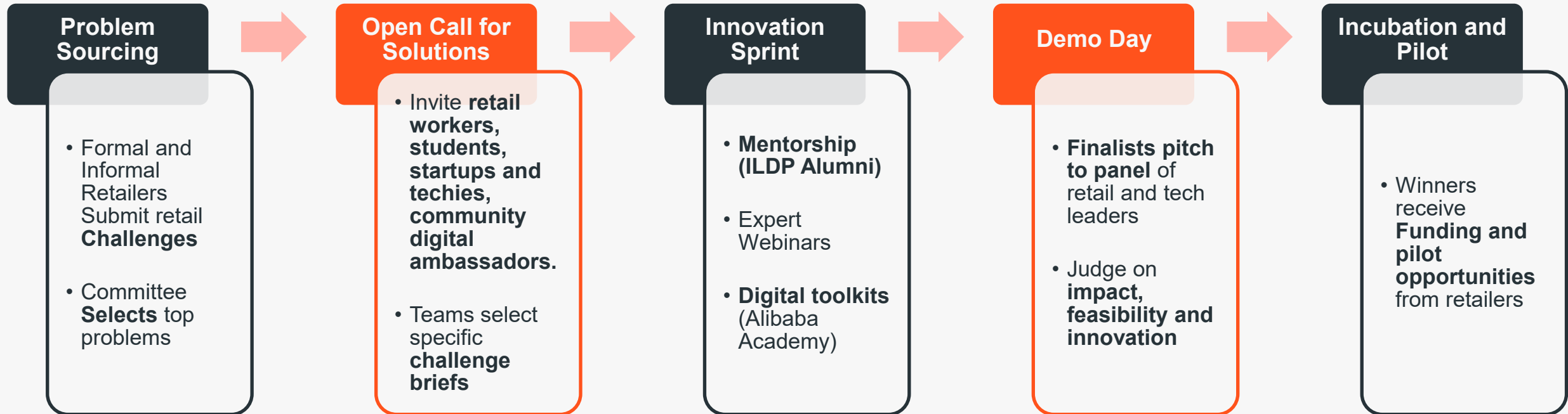


Drive innovation



Promote skills development and position sector

Tech4Retail Challenge | Structure



Tech4Retail Challenge | Structure

Challenge Examples

How might we improve personalisation in store with limited customer data?

Build a plug and play tool to enable spaza shops to sell online

Develop a mobile learning platform for in-store staff to upskill on the go.

Develop a low-cost POS solution for informal retailers

Success Metrics

1.

No. of participants and solution submissions

2.

No. of solutions piloted

3.

Post-challenge innovation adoption rate

4.

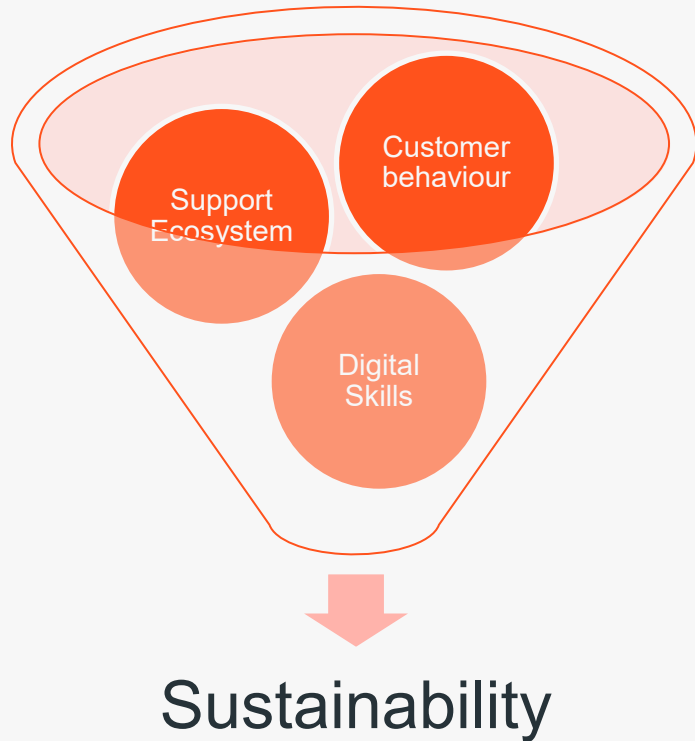
No. of cross-industry partnerships formed

Tech4Retail Challenge | The Ask

Key Contributor	The Ask
Retailers	• Real-world challenges • Testbed for Pilots
Academia	• Support with Ethics • Research Methods • Student Participation
Tech-Hubs	• Coaching on Agile • Design thinking • Prototyping
W&RSETA	• Host the Challenge • Subsidise the pilot funding • ILDP Alumni mentorship

Reflection

Problem Statement



Initiatives

Customer Centricity Index & Lab

Tech4Retail Challenge

Community Digital Ambassadors

Insights

Sustained focus is essential to maintaining **customer relevance** and mitigating the risk of a **growing digital divide**.

Our analysis underscores the importance of **proactively supporting informal retailers in their digital evolution**, while simultaneously prioritizing the **retention and acquisition of critical skills** to ensure long-term competitiveness and resilience.

Let's transform the
sector together
and
shape the future,
starting now!



Questions?



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