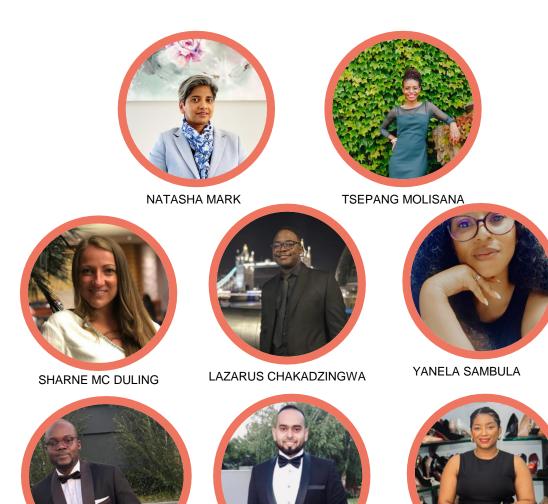


ABP PRESENTATION SYNDICATE 8

November 2024

INTRODUCING TEAM GREAT 8

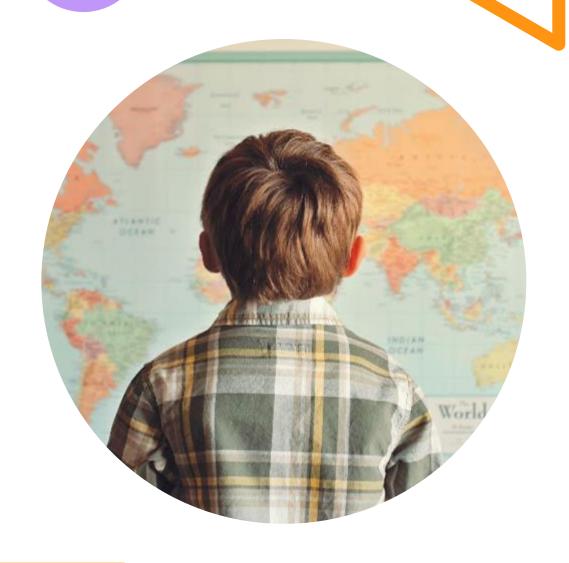
- 1. Problem identification and formulation
- 2. Innovative solution development
- 3. Proposed solution



MUHAMMED PATEL

GIVEN GARWE

REFILOE DIKGOLE



How can we raise the profile of the Wholesale and Retail Sector to attract young people to fill the Retail Buyer Occupation?

PROBLEM STATEMENT



Problem identification and formulation

Why focus on Retail Buying?



Problem formulation and scope









SCARCE OCCUPATION

2014: Retail Buyer one of the top ten scarce occupations

2021: Rinse in e-commerce and consumer pattern

2022: Retail Buyers experience and job complexity

2022: Priority occupation 214 shortages by 45 entities



W&R SETA SSP & NDP

3 priorities of the:

- Youth unemployment
- Hard-to-fill positions
- Skills gaps

3 primary objectives of the NDP:

- Enhancing education and training
- Creating jobs
- Building infrastructure

SDG GOAL 8

UN Sustainable Development Goal
Decent Work and Economic Growth
Target 8.6.1
Reduce youth unemployment

UNEMPLOYMENT

39% Youth unemployment

Due to discouragement

2023 Graduate unemployment at 9.6%

Graduates low levels of competence & preparation for the workplace

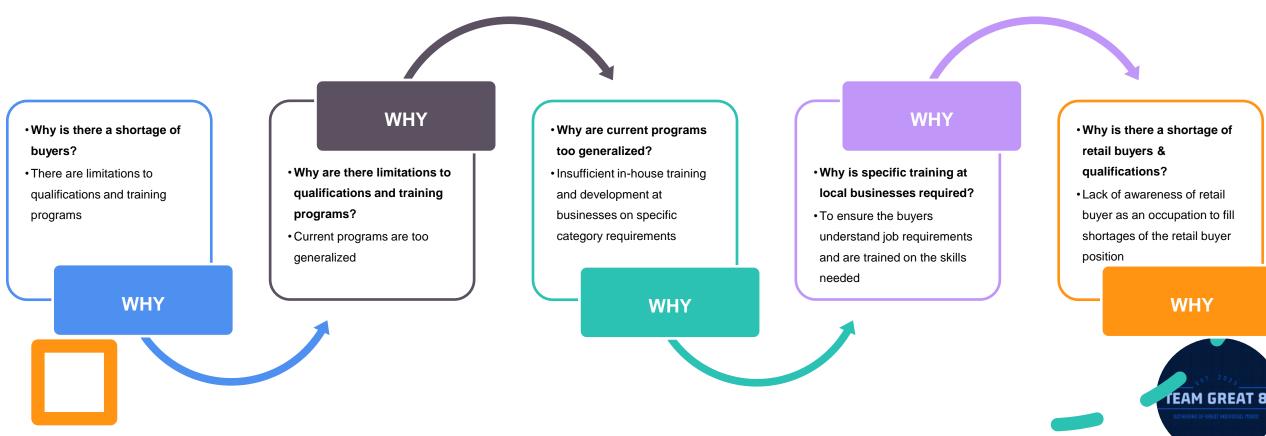


Root cause analysis

Supporting data to outline the problem

Methodology: Using the 5 Whys technique to identify the root causes of the problem

Lack of qualifications or too generalized, inhouse training and lack of awareness.



Findings from our research

What did they say? What did we find?





Connecting the dots

INTERVIEWS

- Retail buyers identified as a scarce skill in South Africa (Top 10 since 2014 W&R SETA)
- Explore ways to attract youth to this profession and bridge the skills gap
- Formal education (Marketing, Business Admin) alone is insufficient
- Practical experience (sector and business) essential for effectiveness
- Retail buying seen as low-profile with limited youth interest
- Lack of awareness about career potential in retail buying
- In-house training, mentorship, and tailored skills development critical

LITERATURE

- Experience critical, visibility of the profession low
- Targeted initiatives to increase youth interest in retail buying

IMMERSIONS

- Thailand Visit (PIM University & 7-Eleven): Training model integrates education and practical retail experience
- Bled Visit (IECB School): Importance of agility in adapting to rapid business changes
- Takeaway: Collaborative training models can improve youth readiness and employability

Key findings from our research



Welcome to the white spaces

Interviews - What did they say?

- Retail buying seen as low-profile with limited youth interest
- Lack of awareness about career potential in retail buying

Immersion - What did we find?

- Thailand Visit (PIM University & 7-Eleven): Training model integrates education and practical retail experience
- Takeaway: Collaborative training models can improve youth readiness and employability



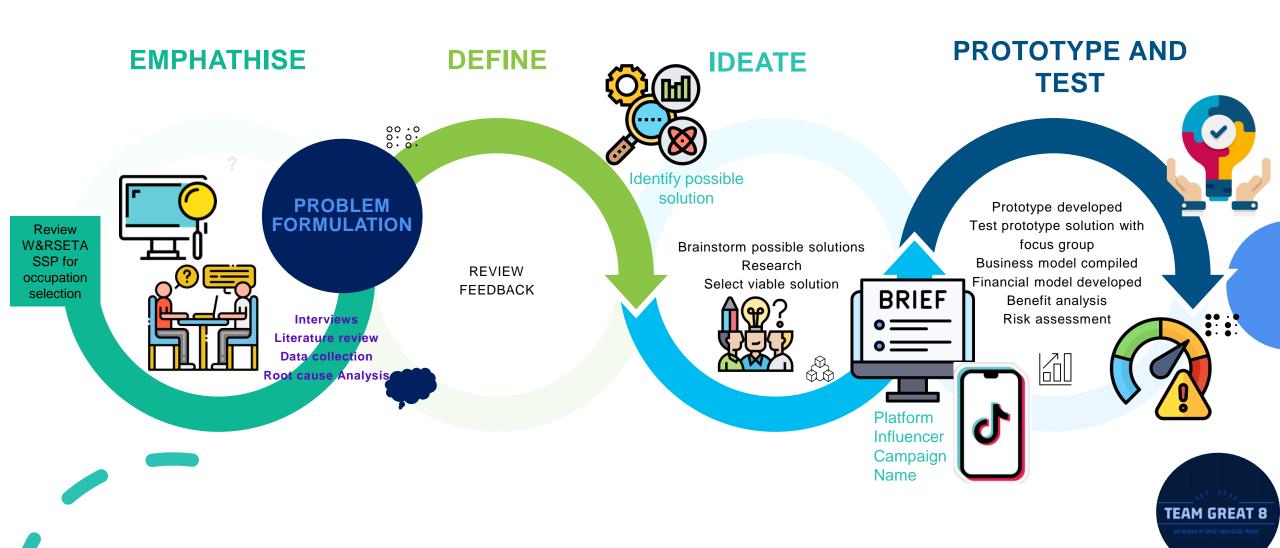
Solution formulation, specifically through the lens of Design

Thinking methodology to attract talent

to the buying profession



We went on a journey...







#IDreamofBuying TikTok campaign



Sawadika, Habibi. There's rice at home.





Campaign Overview: #IDreamofBuying





Using TikTok to target youth

- Objective: Attract young talent by showcasing the role and opportunities within the Retail Buyer career.
- Implementation: Collaborate with retailers who have influence and have made an impact such as @DJZinhle and @RetailByVuyo and leverage existing platforms such as W&R SETA.

ACTION

• Innovation: Digital marketing via social media channels to engage the target audience with job opportunities and career growth.



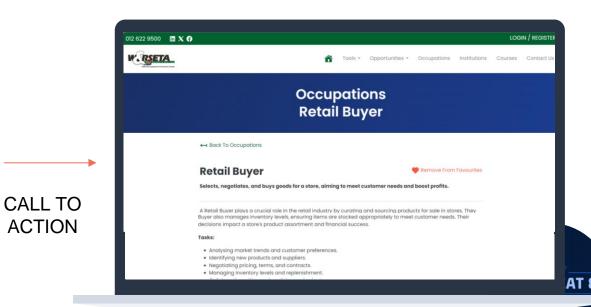
A day in the life of retail buyer

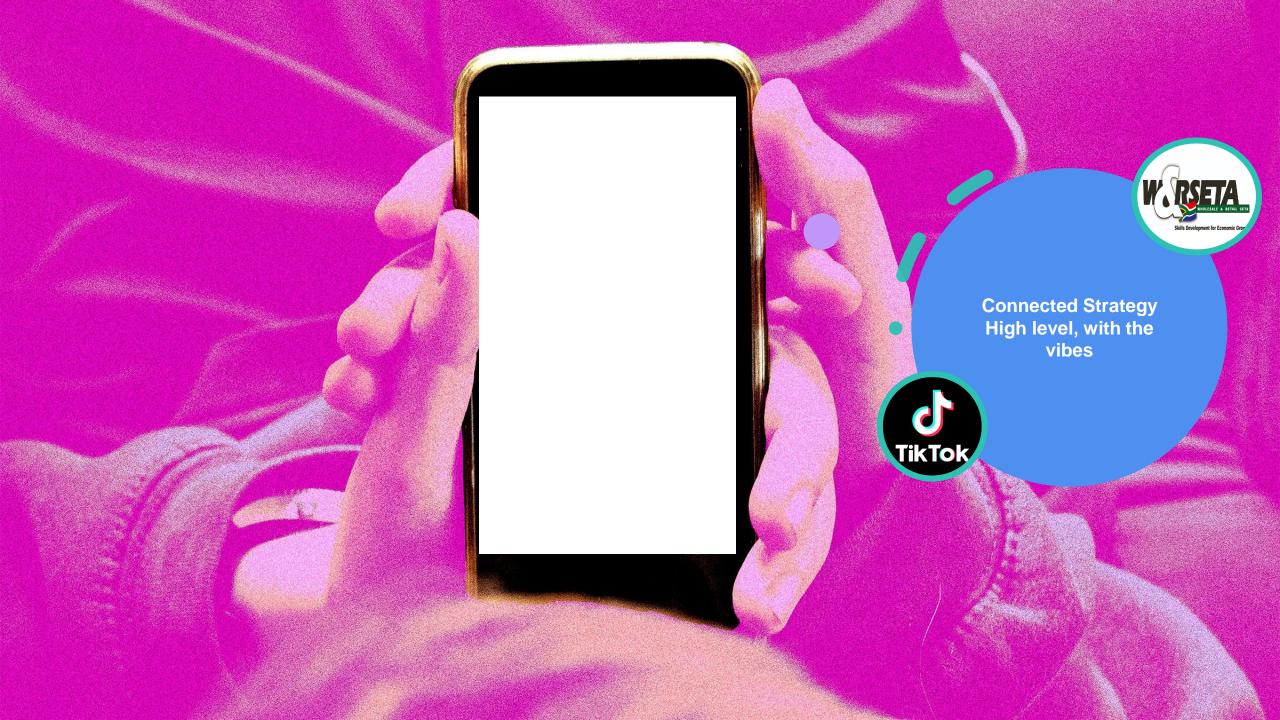


How I became a retail buyer Skills and experience



A snippet of what buying looks like





Impact > Influence

#TikTokMadeMeDolt 45% of TikTok users reported using the platform to search for and find information

- The struggle is real: In May 2024, South African personality DJ Zinhle relayed her trials in finding suitable retail employees for her retail brand and business on a lunchtime radio station (Radio 702, 2024).
- There's rice at home: The interview was recorded, and the video went viral on various platforms including TikTok, Twitter (Currently known as X), Facebook, YouTube and Instagram
- Let's not lose recipes: You're always on your phone!

.. What We're Seeing Now:

Within seconds of watching TikTok creators' content, it's easy to see their superpower: harnessing our community's attention. Whether it be a product like exciting blind unboxings or amping up an ordinary hobby by creating recipes with original rap lyrics to match, creators' content continues to inspire action. Even if users' scrolling session starts out as passive, how naturally tuned-in they are to TikTok drives them to comment, research, purchase, and create themselves.

45%

After discovering something on TikTok, 45% of TikTok sters continued searching for more information on the platform¹

> #blindbox 303.6K posts²

#tiktokmademedoit 417.4K posts²

#tiktokmademetryit 25.4K posts?



Upaide of Failure with business woman DJ Zinhle | 702 Afternoons with Relebogile Mabotia

ARC reve - 3 most to ago

Audio 70

sinkogin Matarja quale to S.J. Businessoomen, Proboer and Mother, BJ Zlaffer about the current family and lessons seamed...



There's magic in the white spaces

There's rice at home: SETA has existing social media platforms but not TikTok

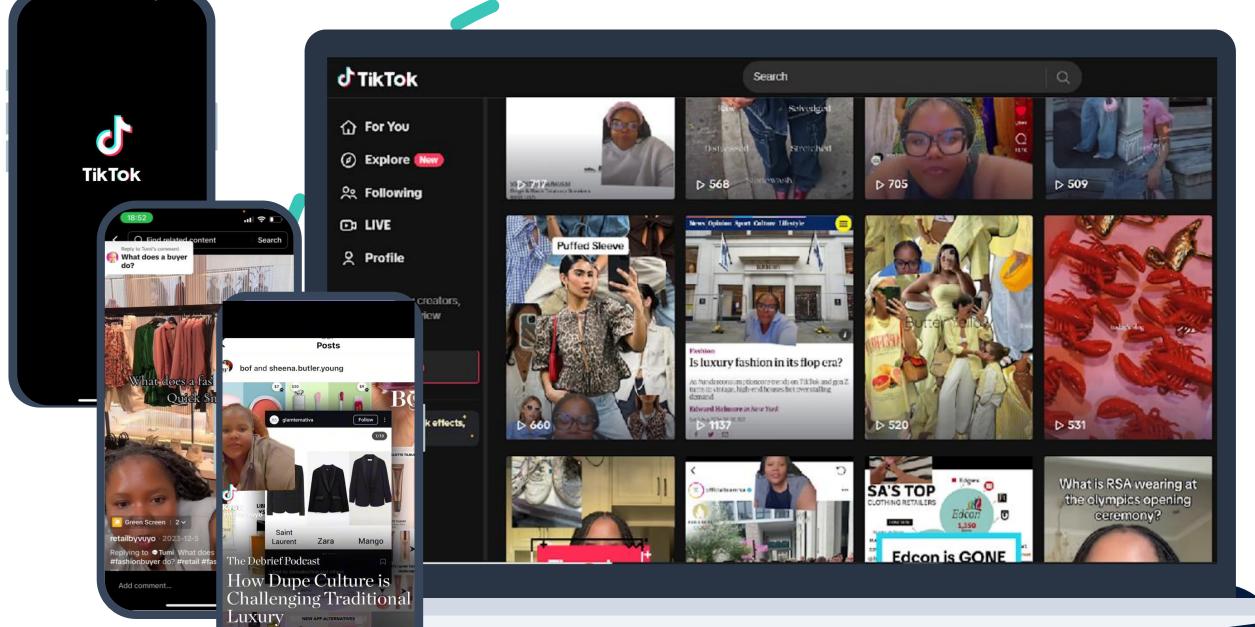
We're not losing recipes: Use existing media platforms and relationships

High level thinking: Kohlgrüber, Maldonado-Mariscal and Schröder (2021) found that new digital solutions often lack user approval and integration, incorporate stakeholders and end users early on in a cocreation process.

With the vibes: TikTok received the highest reach out of all social media platforms (D'Amico et al., 2021).

| | | W&RSETA Social Media | | | | | | |
|--------------------------------|---|--|--|--|--|--|--|--|
| Facebook | Instagram | Youtube You Tube | | | | | | |
| WRSETA | W_rseta | WRSETA1 | | | | | | |
| os://www.facebook, n/WRSETA | https://www.instagram. com/w_rseta/ | https://www.youtube.c om/WRSETA1 | | | | | | |
| 50 000 | 359 | 129 | | | | | | |
| 39 000 | | 8014 | | | | | | |
| | s://www.facebook. n/WRSETA 50 000 | https://www.instagram. com/w_rseta/ 50 000 359 | | | | | | |

M GREAT 8



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Impact and feasibility

- Feasibility: The campaign is cost-effective and aligns with current digital trends
- Impact: This solution is designed to reduce youth unemployment an address skills shortages in the W&R sector. It is linked to a W&R Seta Jobs site
- •Added Value: Creates long-term awareness and engagement for the retail sector.

Table 3: Dream of Buying Campaign

| Costs | Phase 1 | Phase 2 | Phase 3 | Phase 4 | Total |
|----------------------------|-----------|------------|-----------|------------|------------|
| Booking location for shoot | R1,500.00 | | | | R1,500.00 |
| Hiring equipment video | R4,500.00 | | | | R4,500.00 |
| Cost of the videographer | | R2,500.00 | | | R2,500.00 |
| Transport cost to site | | R1,000.00 | | | R1,000.00 |
| Influencer rate | | R25,000.00 | | R25,000.00 | R50,000.00 |
| Catering for the crew | | | R1,500.00 | | R1,500.00 |
| Campaign roll-out | R1,200.00 | | | R2,800.00 | R4,000.00 |
| | R7,200.00 | R28,500.00 | R1,500.00 | R52,800.00 | R65,000.00 |



High level thinkers ROI

- Capturing Value: Part of the perceived value of the research infers optimized resource management (Crespo, et al. 2017).
- Impact: One of the perceived benefits of social media as a marketing tool is that it is actionable, it is also measurable and deliverable
- Robust risk management: A risk assessment provides us with the potential to quantify harm in three ways (Coleman, 2021): known, unknown risks and variables
- Risks Benefit analysis: Those who don't go to Italy don't get pizza and gelato. Those who don't take risks don't build the Great Pyramids of Giza

| Return on Investment Calculation | | | |
|----------------------------------|----------|--|--|
| Monthly Income Buyer First Year | R 26 784 | | |
| Talent Cost | R 25 000 | | |
| Return on Investment | 107.136% | | |







CONCLUSION

Summary: Our research identified a critical skills shortage in Retail Buyers, and the TikTok campaign offers an innovative, realistic solution to raise awareness and attract talent designed for graduate unemployed and addressed the objectives of South Africa's NDP.

Next Steps: Roll out the campaign and monitor its impact on retail recruitment.



khàawp khun ขอบคุณ

Thank you



SAWADIKA | SYNDICATE 8 | ILDP | PBDA W&RSETA 2024

