

Complete revamp for Boksburg Hypermarket

In May 1975, the first hypermarket opened for business in Boksburg, bringing the concept of one-stop shopping to South African consumers. Today, some 41 years later, the Boksburg Hypermarket will reopen those very same doors to reveal a completely revamped store: open, easy-to-navigate spaces, a comprehensive product offering and a host of value-added services.



“We’re very excited about the changes,” said Warren van der Vlies, GM of the Boksburg Hypermarket. “The environment is more welcoming and appealing with brighter colours and clearer signage, and our ranges have been carefully selected to match the needs of the community shopping at the hypermarket with many insights coming from Smart Shopper data on shopping trends in the area.

“Our aim is for our shoppers to have a truly enjoyable retail experience every time they visit our store, whether they’re doing a monthly shop, a quick top-up or picking up a coffee at the new Grab n Go section.”

A larger product range

The new Fresh Hall offers a larger product range than previously, along with faster replenishment, so customers get the freshest possible offering. Also new is the salad bar where shoppers can design their own salads from a wide range of crisp salad ingredients.

Another addition is the sushi bar where sushi can be made to order and prepared right in front of you; in the new Grab and Go area a selection of piping-hot coffees are now available too, as well as more-ish soft-serve ice cream. The Water Zone is another new feature, and shoppers can replenish their filtered water there for their homes.

Van der Vlies said that he is particularly excited about the fresh offering. “Our fresh produce, which all comes from local farmers, is of the highest quality,” he said. “We also have a vast selection of cheese and, to go with that, a range of wine that caters to everyone from the most budget conscious to connoisseurs.

Our Private Label brands - No Name, PnP and Finest - are looking great and customers now have the option of a wide range of value-for-money, convenient and well-priced goods. Look out for our new range of PnP Italian meals, including pizza, lasagne, and pasta bakes that taste amazing and offer great value for money. We also have a great new range of soups available just as the winter approaches. On the general merchandise front, our improved clothing department has already become a hit with shoppers and our audio and appliance departments have been enhanced with some great new ranges to offer even more options.

“Customers can also look forward to the new health-and-beauty section and pharmacy, and we’ll also stock a lovely selection of fresh flowers.”

Money Counter

At the Money Counter customers can save time by taking advantage of services such as the couriership of packages; booking travel and events tickets, paying accounts, purchasing lotto tickets, topping up airtime and iTunes, and buying gift cards.

Van der Vlies has worked at the hypermarket for the past nine years and says he is incredibly proud to be part of this new redevelopment and to see how the Hypermarket has evolved. “The Boksburg community has always been very loyal to us and over the years we’ve become like family, and we’re thrilled to be able to welcome them to their wonderful new hypermarket.

The Boksburg Hypermarket will run opening specials and you can win a brand new VW Beetle Convertible by entering the till slip competition. Spend R500 or more, write your contact details on your till slip and pop it into the car, which will be on display in front of the store. T&Cs apply.

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