

Pick n Pay's Next Generation project upgrades Nelspruit store

As part of its Next Generation project, which provides customers with an improved shopping experience, a more efficient environment for staff and better service, the Pick n Pay store in Ilanga Mall Nelspruit had its relaunch this week.



Ilanga Mall

“Our shoppers have told us they’re enjoying these new stores immensely,” said Pick n Pay group executive for marketing, Adrian Naude. “They love the convenience of the new layout, the easy navigation, the innovation in products and the look and feel of the stores as a whole.”

Customers at the revamped Ilanga Mall store can look forward to a more welcoming and appealing store with brighter colours and clearer signage, open spaces, dedicated destination areas, ‘hero’ departments with more products in innovative packaging, and a stronger focus on fresh products.

“Our shoppers will love the all-new Fresh Hall, the signature of our Next Generation stores, which offers a larger product range than previously, along with improved in-store technology,” said store manager, Joseph Mahlangu. “The new system allows for faster replenishment, meaning shoppers always get the freshest possible offering, no matter what time of day they do their shopping.”

Further to this, product ranges at the Ilanga Mall store have been handpicked to cater to the needs of the community shopping at this store, with many insights coming from Smart Shopper data on shopping trends in the area.