

## Dear Business Teacher

It is almost time for a well-deserved break! And we hope you rest well ☺

But as the saying goes: “A teacher’s job is never done...” and therefore we decided to bring you a few snippets of information on *Mr Price* and other important role players in the retail industry. We are also including some *current affairs* that you may be able to use in your prepping for 2016:

### South Africa’s LSMs Remain Stable – some Positive Movements

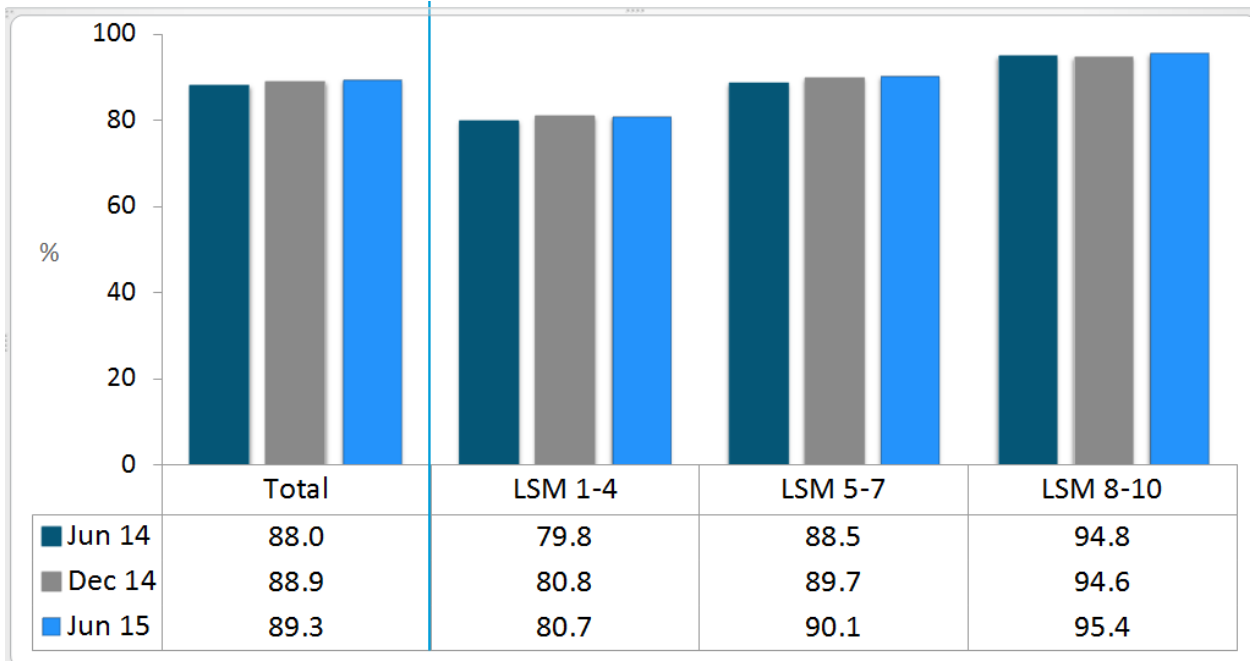
Source: <http://www.saarf.co.za/AMPS/presentations-amps.asp>

|        | AMPS Dec 14 | AMPS Jun 15 |
|--------|-------------|-------------|
| LSM 1  | 1.6         | 1.3         |
| LSM 2  | 3.3         | 3.1         |
| LSM 3  | 5.2         | 5.3         |
| LSM 4  | 12.3        | 12.8        |
| LSM 5  | 15.9        | 16.1        |
| LSM 6  | 23.6        | 23.0        |
| LSM 7  | 13.0        | 13.4        |
| LSM 8  | 8.8         | 8.7         |
| LSM 9  | 10.0        | 10.1        |
| LSM 10 | 6.2         | 6.3         |



### Cellphone Access in South Africa

Source: <http://www.saarf.co.za/AMPS/presentations-amps.asp>



Read the following article (and view the clip) about *bricks and mortar* vs. *clicks* (*electronic*) purchases to understand how important cell phone (and other electronic communication) is becoming:

<http://www.strategyand.pwc.com/perspectives/2015-retail-trends>



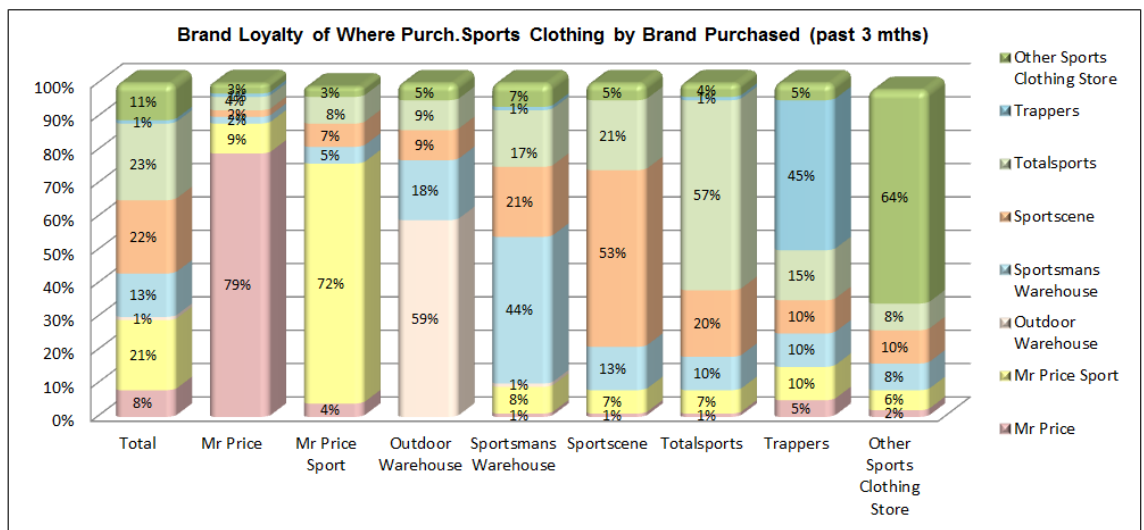
Let us now look in more detail at Mr Price ... Some of the competitors in this industry include:



In this newsletter we start with *Mr Price Sport* ...

### BRAND LOYALTY OF SPORTS CLOTHING IN SOUTH AFRICA BY BRAND (2015)

Source: Analytix Business Intelligence



- Mr Price (79%) and Mr Price Sport (72%) had the highest proportion of Sports Clothing brand loyal customers respectively in the past 3 months, while Trappers had the lowest proportion of Sports Clothing brand loyal customers at (45%).
- Interestingly, (21%) of Totalsports purchasers had also bought from Sportscene in the past 3 months, making it the most popular Sports Clothing brand for Sportscene purchasers.

Source: AMPS 2011-2015A (Adult population 16+ years) (Clothing bought past 3 mths)  
Sample Size: 13 407 (2015) (Clothing bought most often)  
Based on unweighted numbers

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*Some more interesting facts about the Clothing sector in South Africa...*

- The percentage of purchasers who had purchased Clothing in the past 3 months had increased from 51% of all South African adults (16+ years) in 2011 to 52% in 2015.*
- In 2015, the three leading Retail clothing brands, based on the number of purchasers in the past 3 months, were Jet (27%), Mr Price (27%) and Edgars (21%).*
- The proportion of Mr Price purchasers had increased, from 26% in 2011 to 27% in 2015, while the proportion of purchasers who purchased from Ackermans had been steadily increasing from 16% to 19% over the same period.*

*(Source: Analytix Business Intelligence)*

*It is important to us to help you with relevant information in your classroom. Our textbooks will provide you with the factual content required by the SAG, while our newsletters, website and tweets will bring you additional resources relating to the [SAG](#), [current affairs](#) and the [Mr Price case study](#)!*

*Kind regards*

*Estie and Zain*

*The Consumo Team*

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