

## Dear Business Teacher

Welcome back! We hope you have had a lovely break and that you are well-rested and ready for 2016!

At Consumo Publishers we are fully committed to helping you to make 2016 a GREAT year for both you and your Business Studies students.

Keeping in mind that the case study in 2016 is Mr Price, we are kicking off with some Mr Price related information.

- 1 This is a very interesting article on Money Web, explaining why Mr Price's share price took a 18% knock this past week - all related to the international oil price... (<http://www.moneyweb.co.za/moneyweb-radio/mr-price-knocked-back-today/>) This article can be used in a discussion of PESTLE (Economical factors, but also relates to Current affairs)
- 2 It is important to not only study Mr Price, but to also know what competitors are doing. A profile of one of Mr Price's competitors: **EDCON**
  - Edcon is the largest non-food retailer in South Africa. They have been in operation for more than 80 years and have expanded their footprint to include over 1,400 stores through nine different store formats.
  - In the clothing market, Edcon owns the brands Edgars, Legit, and Jet.
    - The first [Edgars store](#) was opened in 1929, while the [Jet brand](#) was registered in 1976. Edgars is a store for luxury clothing,



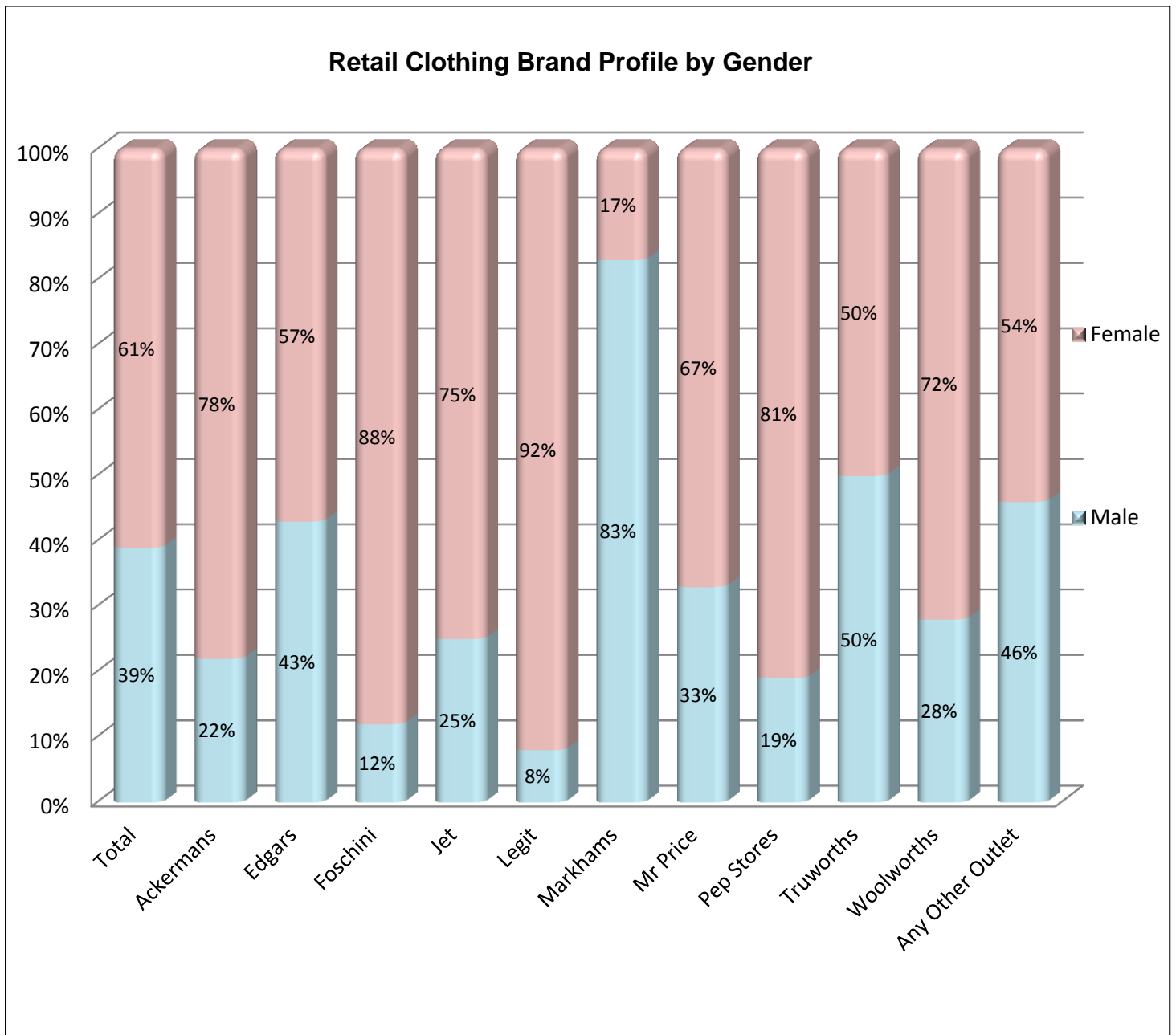
footwear, textiles and accessories that caters for women, men and children. Edgars consists of department stores targeted at middle-to-upper-income customers and include not only Edgars stores, but also Edgars Active (vs. Mr Price Sport), Edgars Shoe Gallery, Boardmans (vs. Mr Price Home and Sheet Street) and Red Square. Edgars carries a large number of fashion brands, some of these well-known brands include Bobbi Brown, Guess, Mango, Revlon, Kelso, Free2Bu and Penny C (the last three are brands owned by Edgars).

- Kelso offers affordable fashion aimed at the contemporary career woman.
  - Free2Bu offers young fashion-lovers an assortment of casual, evening and formal wear and sexy denim.
  - The Penny C range offers casual and formal wear for the fuller figure.
- Jet is the largest clothing retailer in Southern Africa, created to serve families looking for good quality and affordable merchandise. Jet retails in women's, men's and children's fashion, as well as beauty, home ware and cellular products. Just like Mr Price, Jet also offers insurance plans to customers (The Family Provider Plan and the Personal/Family Accident Plan).

(Source: Analytix Business Intelligence)



3 Some more interesting statistics from the Clothing market in South Africa in 2015:



(Source: Analytix Business Intelligence)



Finally two Youtube clips that you may find useful when teaching:

- 5 <https://www.youtube.com/watch?v=GggyVO2ihw8> (Some stats on CSR may be out-dated and applicable to the USA, but it could still be interesting talking points during a lesson on Corporate Governance and a variety of other topics)
- 6 <https://www.youtube.com/watch?v=loXqK6D6l6k> (Topic: Ethics, but it is not for sensitive viewers, so you may have to skip over some sections! Watch before you use it in your class!)

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Kind regards

Estie and Zain

The Consumo Team

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