



# Changing the Retail Landscape in SRI LANKA

Sri Lanka, formally known as Ceylon, is a small Island situated in the Indian Ocean, southwest of the Bay of Bengal. The Island is broken into 9 Provinces, the largest being the North Central Province. While the country is multi-religious, the majority of the population is Buddhist. Sinhala and Tamil are the official languages.



**255km**  
IN WIDTH  
**438km**  
IN LENGTH

**22**  
million  
PEOPLE

**70%**  
BUDDHIST

## PARTNERSHIP

SPAR, the world's largest voluntary food retail chain, launched the brand, in Sri Lanka, with the opening of its Flagship store, on 06 April 2018.

SPAR Sri Lanka (PVT) LTD is a partnership between SPAR South Africa and Ceylon Biscuits Limited, a local biscuit and food manufacturer.



## STORES

The opening of the flagship SPAR Supermarket on the outskirts of Colombo, heralded the Official Launch of the partnership.

Subsequently, an additional 3 stores have been opened, with a further 5 stores currently under construction. The additional 5 stores are all planned for launch before December 2020.

### SPAR THALAWATHUGODA - LAUNCHED APRIL 2018



### SPAR KALUBOWILA - LAUNCHED JANUARY 2019



### SPAR UNION PLACE - LAUNCHED SEPTEMBER 2019



### SPAR MALABE - LAUNCHED JANUARY 2020



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**Matt C, Director – Staffing & Recruiting**



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The sales areas of the stores varies between 500 and 10 000 square feet with the main focus being on fresh departments. These occupy forty percent of the selling space in each store with fresh produce being the biggest, with a sales ratio of 16%. Butchery and HMR follow at 8% each, with Bakery at 5.5% and Fish at 3.5%.



ABOVE: DAIRY FRIDGES, RIGHT: RICE COMMODITY BINS



BEAN TREE CAFE AND HOT FOODS AREA



ABOVE: GROCERY FLOOR



ABOVE: FISH COUNTER DISPLAY



ABOVE & ABOVE RIGHT: BUTCHERY CHICKEN COUNTER DISPLAYS



ABOVE: FRESH FLOWERS



ABOVE: BAKERY DISPLAY CABINET



ABOVE: CAKE DISPLAY CABINET



Ninety percent of the fresh produce is sourced on the Island with deciduous fruit being imported from around the world.

Fresh chicken is farmed locally, with much of the red meat being imported from Australia.

There is no short supply of fresh fish on the Island with daily delivery into all the stores.

Local farmers and growers play a major role in the development, growth and sustainability of our fresh departments and we continue to innovate and work alongside them.



**THIS PAGE:** THE MANY VARIED AND UNUSUAL FRUIT AND VEGETABLES RESULT IN BEAUTIFUL DISPLAYS IN THE PRODUCE DEPARTMENTS



The popular Bean Tree coffee shop brand has been added to each of the stores. The addition of a coffee offering within a store is a first for any supermarket in Sri Lanka.



BEAN TREE CAFE. DUE TO THE LATE TRADING HOURS OF THE STORES, FAMILIES LOVE TO MEET FOR A MEAL BEFORE HEADING HOME. DURING MEAL TIMES, IT CAN BE HARD TO FIND AN AVAILABLE TABLE.



Each store carries a comprehensive range of grocery, perishable and frozen items, most of which are produced and packed on the Island.

Due to strict import regulations, imported items are available, but are limited and extremely costly.

SPAR house brands are currently being sourced locally as well as from SPAR South Africa and SPAR International.



The first TOP's liquor store was launched at the flagship store in late 2018. Whilst the license allows only the sale of beer and wine, it has become a destination for the wine connoisseur.



**PEOPLE**

Our staff complement has grown rapidly with each store employing around 100 staff. Due to traffic congestion and traveling time being a major hurdle, the stores trade fairly long hours, opening at 07h00 and trading through to 23h00, 7 days a week.

Learning and development has played a major part in the growth of the business over the past 2 years. With support from both SPAR South Africa and SPAR International, the staff's knowledge and skill-set has grown exponentially and they continue to grow from strength to strength. Each store is very involved in their local communities, with many activities taking place on a monthly basis.



MANY STAFF MEMBERS JOINED AT THE LAUNCH OF THE FLAGSHIP, AND CONTINUE TO GROW WITHIN THE GROUP, MENTORING NEW STAFF AND TAKING AN ACTIVE ROLL IN TRAINING.



The blowing of the Conch Shell is the traditional invocation at the commencement of any function and hence at the opening of each new store.



ABOVE: STAFF AT LAUNCH OF FLAGSHIP STORE



**INITIATIVES**

With waste management being a major challenge on the Island, our UP2You sustainability campaign was launched in 2018. Re-usable shopping and produce bags were introduced alongside a big marketing and awareness campaign. Most of our fresh packaging was changed and the decision to ban all plastic straws was taken. Our first solar installation is currently being tested at one of our stores.



**Our re-usable produce bags have been a huge hit. We have teamed up with a local NGO, who manufacture them for the stores.**

**SPAR** Good for you!

Wherever possible, SPAR has reduced the use of plastic, and we continue to look for viable solutions to further reduce our single use plastic consumption. Here are some of the plastic alternatives which SPAR now offer to YOU, our customers.

We no longer use plastic straws

SPAR sells a range of useful re-usable bags.

Re-usable produce and rice bags are an excellent way for everyone to significantly reduce the use of plastic. Purchase yours from SPAR, and make the change.

We use paper boxes instead of plastic whenever possible continue to look for viable solutions to further reduce our consumption.

When plastic can not be avoided or you can not refuse, then choose to re-use single use plastics and or recycle them. PETs can be recycled in the station outside of this store. Identify your PET and if it matches the items displayed on the bin, drop it in.



**E-COMMERCE**

Following the announcement of an Island wide curfew on the 25th March, due to COVID19, we urgently addressed our position regarding an online platform. All businesses, including supermarkets were shut down for a period of 7 weeks.

We launched our online store within 48 hours of the notice, and began delivering into the communities. Since the reopening of our stores, we have continued to grow this platform and have also launched a click and collect option.



**CORE MISSION AND STRATEGY**

Whilst the current 9 stores are all corporately owned, voluntary trading still remains the core principle of the brand. The food retail environment is made up of Modern (15%) and General (85%) trade with many small traders trading on their own with no real structure and support. SPAR Sri Lanka's mission is to develop and grow these local, Independent retailers, supporting them through the implementation of efficient supply chain management, stock procurement, promotional and marketing support, IT and retail leadership.

By joining SPAR, the independent retailers will continue to owner manage their businesses, under the support and guidance of SPAR Sri Lanka. This will allow the small independent operator to become part of an International brand allowing them to trade effectively and profitably against the bigger competitors. SPAR also offers the option for forward thinking entrepreneurs who wish to get into food retail, to join the brand through the development of a new site, or the purchase of an existing store.

SPAR will continue to grow and innovate in their markets, launching the brand across the Island.

**LOGISTICS AND HEAD OFFICE**

The stores are supported through a third party logistics partner, with all dry goods being delivered into the stores on a daily basis. All perishable and fresh items are delivered directly by the suppliers or farmers into the stores. The SPAR head office is based above the flagship store on the outskirts of Colombo. All the stores are controlled and managed through the head office with all development, marketing, commercial and HR initiatives being managed and rolled out centrally.



HEAD OFFICE ABOVE THE FLAGSHIP STORE



*"We are very happy with the way in which the business is growing on the island, and have no doubt that SPAR will continue to grow and develop into a major player in the food retail landscape."*

*"I am extremely proud of what the team has achieved over such a short period"*

Wayne Hodson (MD - SPAR Sri Lanka)