

SMME LISTING REQUIREMENTS BY CHAIN STORES/RETAILERS

The Competition Authority conducted market studies on Retail and In-House Brands. Some of the key findings of the studies accessibility to shelf space by family brands. Some of small retailers are not aware of the process to be followed to access the shelve space.

Below are some of the general requirements for listing by large retailers:

- Capacity to deliver at all shop outlets for the retailer/wholesalers;
- Ability to supply consistently;
- Certified quality of the product with quality assurers such as BOBS gives a competitive advantage;
- Ability to provide after service such as sales, merchandising, and marketing support;
- Ability to adhere to the credit terms payment terms (retailers and wholesalers can only pay after selling the stock); and
- Ability to adhere to rebate requirements etc.

These are the minimum requirements and the Competition Authority advises those who need further details to approach the retailers.