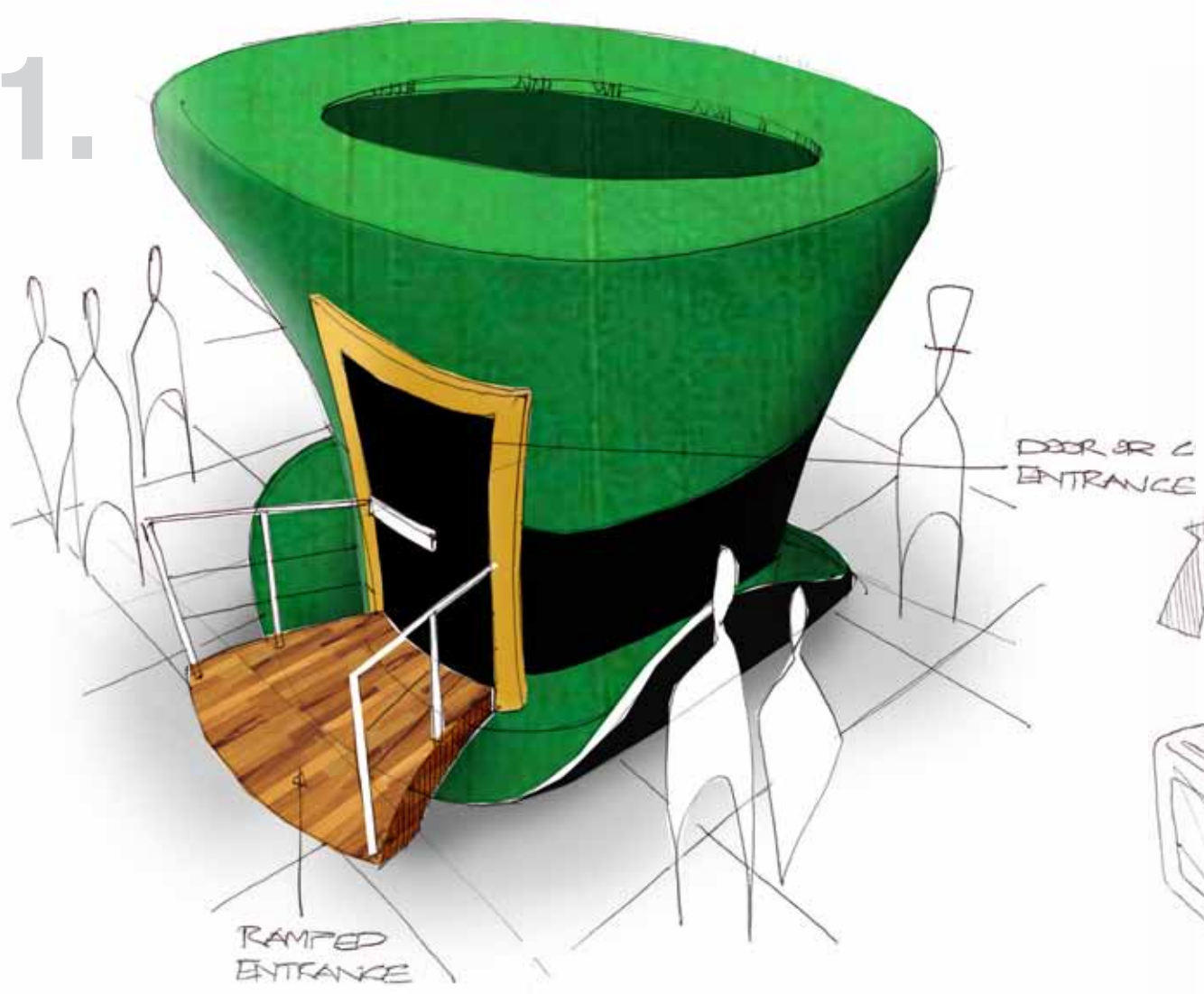


1.



2.



3.



ADDITIONAL WORK, Experiential Ideas

Pick n Pay Customer journey chart
Inspired by you

Pamela

Precious

- Status
- Stimulation
- Ease (alone)
- Ease (family)
- Low price

Hearing About... planning

- Trusted consumer champion for healthy eating - Traffic light RDA on pack, no MSG pledge, support schools
- Statement products at extraordinary prices - champagne, salmon, radio, computer
- Celebrity chef - fresh inspiration
- Consumer champion for environment saving - energy light bulbs, recycling etc
- Regular events around the countries (Chinese week... 'curry of the world' / 'window on the world')
- Clearly state value Vs competitors - More promotions, X more value

Getting there... arrival

- PnP shuttle bus/ taxi and vouchers for public transport
- Car wash**
- Express parking bays
- PnP shuttle
- Convenient stop for public transport
- Dedicated, oversized family and disabled parking bays
- Covered walkway from taxi/ shuttle stop
- Covered walkways
- Small trolleys, jumbo trolley, basket on wheels
- Priority Parking

Entrance... welcome

- Bluetooth welcome and the days promotions to mobile
- Personal welcome from all staff
- Digital/ touch screen display with promotions and aisle location
- Smart shopping map - promotions, new items and ideas
- Kids/ family area - TV, games, books and security
- Live demonstrations or professional advice
- Bluetooth promotions
- Demonstrations
- Welcome

In Store

- Meal solution kits/ bags - Special dinner, valentines, birthday
- Express checkout
- Drive through pick up
- Premium shop within shop
- Seasonal food focus
- Multiple check out at prime times
- Green light health route through store
- Cafe - Coffee/ lunch while you shop for you, just hand us your shopping list
- Premium, signature range
- International brands
- Fast and slow indulgent zones
- No quibble returns policy
- Premium prepared meals
- Fresh smells
- Snake queue with aisle of temptation
- Self check-out
- Clean public area and public facilities near store
- Check out scales
- Personal shopper - advice on health, budget, recipes, promotions
- Summary of total saving at the bottom of receipt
- Staff recognition and connection with all customers all through the store
- Clean public area
- SMS receipt
- Uniforms
- Relax & we'll shop
- Meal solution kits
- Premium range

Out of Store

- On-line shopping and delivery
- Pre-prepared 'basic' and 'luxury' hampers via SMS
- Local fresh deliveries
- SMS shopping list.... pick up or delivery
- Mobile shop
- Smaller convenience stores
- Bulk delivery drops to local community centre/stockvets
- Online shopping
- Mobile Store
- Local deliveries

On-going relationship

- Magazine programme - Radio and TV
- Targeted vouchers/ promotions via SMS/ e-mail
- Giving Fresh Food to charities/ the needy at the end of the day
- Local school associations
- PnP Community Card - Loyalty reward, lifestyle inspiration and development, support charities, support communities, create communities, make fresh friends
- Lifestyle magazine
- Plant trees when a new store opens
- Re-usable trolleys and re-usable bags (by celebrity design)
- Food range with profits going to charity
- Community card
- Product & price
- Charity association

Fresh thinking.....Inspired by you