

Zim: Retailers get into the festive mood

By [Dumisani Ndlela](#)

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For Zimbabweans, Christmas has of late never been this merry: over the past decade, they have had to battle a hyperinflationary crisis that made it impossible to budget for festivities, while retailers shunned festive season indulgences for customers. Then there were empty shelves to contend with over the last two years.

But now, shelves are full and Christmas carols are playing in the shops.

"It's all refreshing," says Nyikadzino Wekwedu, pushing his trolley through a Spar supermarket. "I'd be thinking of going shopping for groceries in South Africa this time last year, but it's all a joy I can now do it home without travelling, and the discounts are fantastic."

Spar outlets are pumping in mega bucks to ensure its outlets are well decorated for the festive season, while TM Supermarkets, in which Pick n Pay holds a 25% stake, is dangling the proverbial carrot: a US\$52000 'Christmas Cracker Competition' with cash prizes.

Bon Marche and OK supermarkets, whose parent firm is an acquisition target by retail group Shoprite Holdings, are sticking to discounts.

Emerging grocery giant, AfroFoods, is taking it one step further: a dreams come true festive season promotion in which lucky shoppers will drive two brand new Mazda BT50 trucks into 2010.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.

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