

Zim retailer plans to double customer base

Retail group OK Zimbabwe, is expecting to double its revenues after re-launching its grand challenge which had been suspended two years ago due to an unprecedented economic crisis in the country.

By [Dumisani Ndlela](#) 26 Apr 2010

Acknowledging the stiff competition posed by long-standing rivals and new entrants in the grocery market, OK Zimbabwe said it hoped its OK Grand Challenge would “double customer footprint” into its stores countrywide.

Group operations director, Albert Katsande, said there had been “a stampede and stiff competition for participation” in the annual campaign from suppliers, who were underwriting the bulk of prizes to be won in the promotion.

The promotion will exclusively target participating products, and Katsande said there were over 80 participating product ranges in the campaign.

“The grand challenge this year will certainly excel in its impact as it brings back excitement into the Zimbabwean customer’s shopping visits, with greater savings and real value on quality product brands, big value prizes and lots of life-changing opportunities,” said a statement from the group.

It said while the market was presently characterised by low liquidity, low consumer disposable incomes and an increasing number of retail players, “OK Zimbabwe aims to double customer footprint into its stores... regain and grow market share (and) fortify its strong brand building efforts.”

Retailers have this year splurged huge amounts of cash in competitions meant to lure customers, but the Grand Challenge will likely be the most supported by product suppliers and manufacturers.

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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