



African Brands:
Using digital
platforms to
compete globally

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Agenda

- **What is an African brand?**
- **Digital Platforms**
- **Case Study: Riza Retail Store**
- **Digital Future of the Facilities Manager role**



African Brands



What is
an
African brand?

**Made or Designed
in Africa**



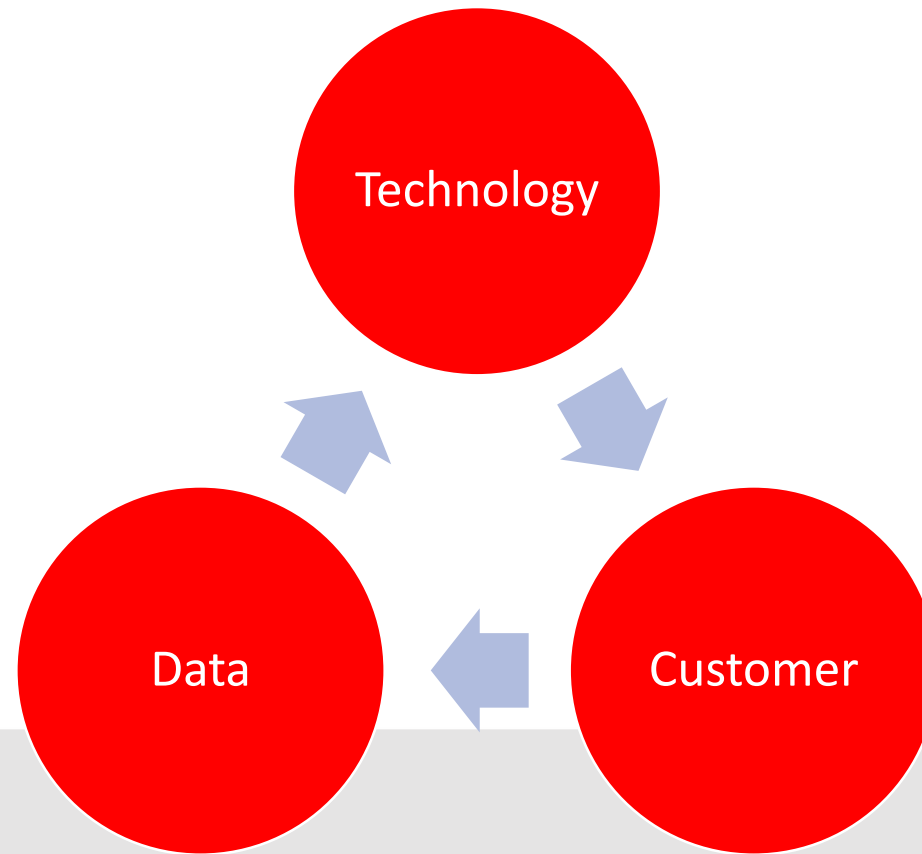
**Operates in
Africa**



**Hires/Works
with Africans**



Digital Platforms



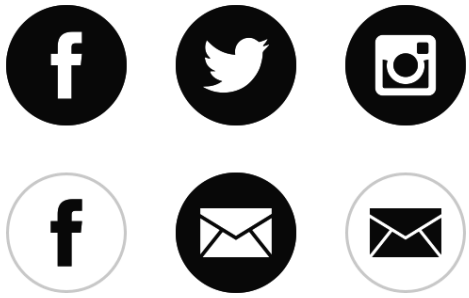
5 Key attributes of Digital Platforms

1. Technology-enabled business model.
2. Compelling user experience: easy to use, no training needs, self-service.
3. Facilitates exchanges between multiple groups – for example end users and producers – who don't necessarily know each other.
4. Scalable: can address millions of consumers without performance degradation.
5. Network effects. A Digital Platform is worth nothing without its community.

Source: Accenture report, 2016



Types of Digital Platforms



Social Media



Websites



E-commerce/Marketplaces



Search Engines



Social Media


Which platforms work best for you and your market?




Websites

<https://www.pragmaworld.net/services/>


Click on the icons to read more about our services:




Asset Care Service




Facilities Management




Condition Monitoring



Consulting and Projects



Academy



EAM software solutions

Online Platforms/Markets



www.vuuqa.com

Features and background:

- E-retail store, for African brands
- No brick and mortar presence

Competitive Advantage:

- Low operational costs: electricity, rent, cleaning, security
- Greater reach, products can be delivered all over the country/world
- Convenience: open 24/7, shop anytime

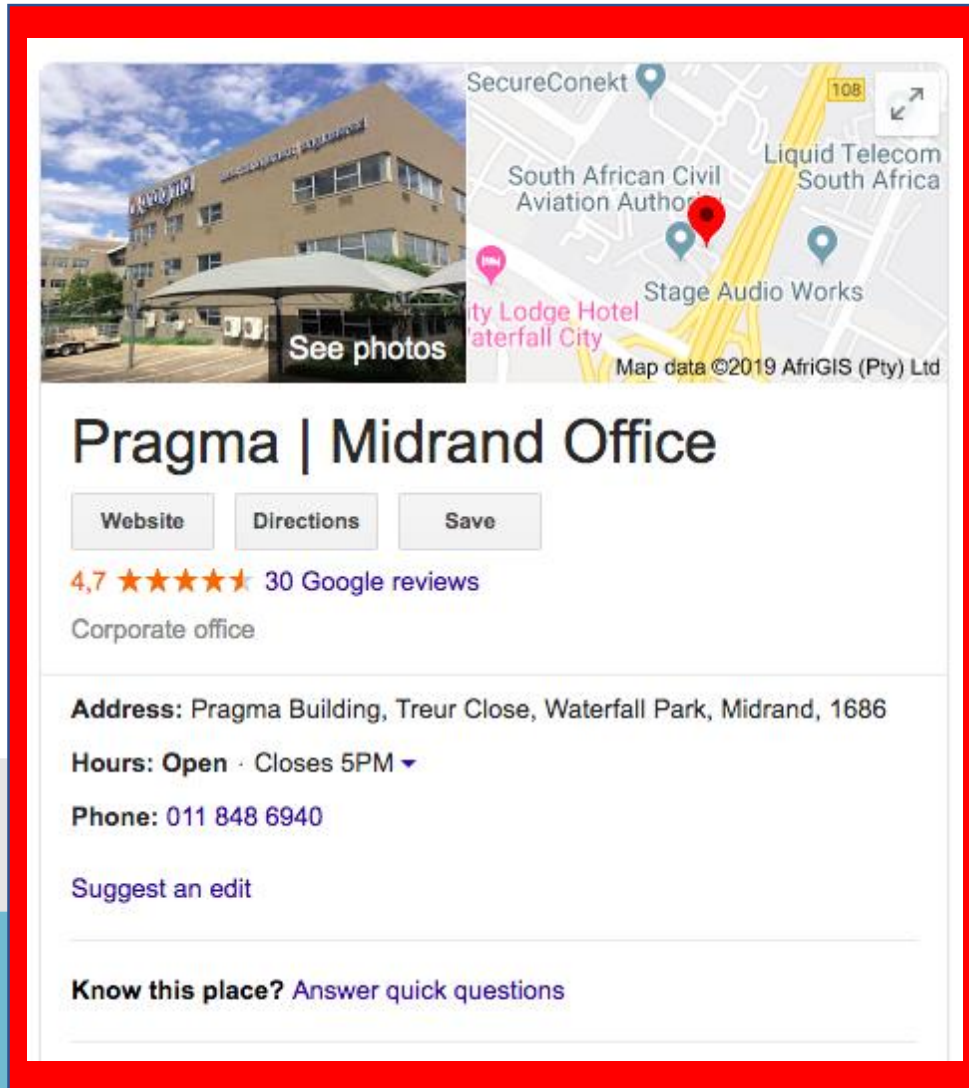


Search Engines (Google My Business)

Digital suggestion box



Value



- **Better first impressions:** upload photos, videos showing off your best products/services or storefront
- **Insights/Data:** you can track where your traffic is coming from and where it isn't reaching
- **Review Management:** It's the perfect opportunity to make up for a bad situation, or thank your best customers for recognizing your stellar service.

Benefits of a Digital Presence

- **Visibility:** people need to see you, to know you .
- **Leads:** people enquire about or refer business to you
- **Revenue Generator:** an additional sales channel



Case Study

Riza Retail Store



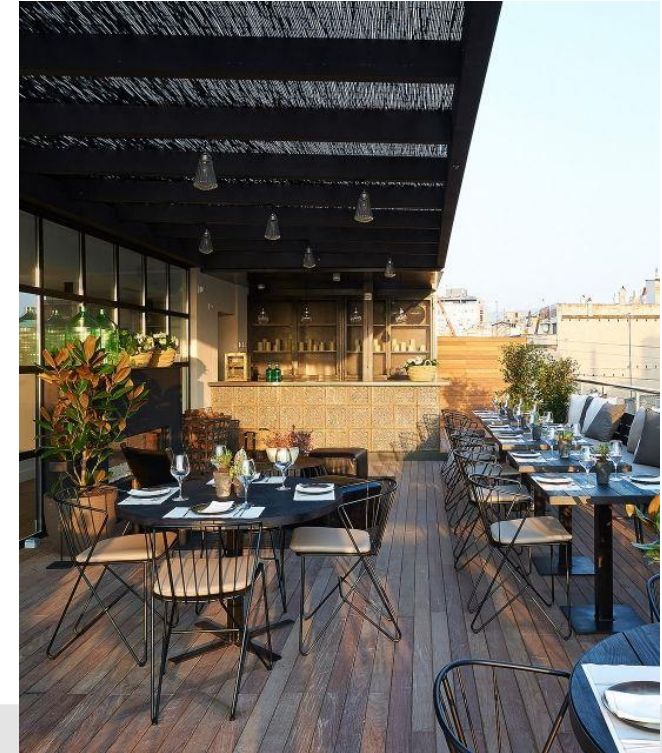
Riza Store: Background

- **Who:** Popular retail brand ,established in 2016
- **What:** Launched store front for their Enterprise Development Program
- **Where:** Cresta, Johannesburg



Riza Store: Customer Experience

- Prestigious entry way, featuring a rooftop terrace
- No one at the door or nearby to welcome you in
- Minimalistic floor set-up
- Quiet and semi-dark
- Array of colorful buckets on the left – pretty but dangerous



Riza Store: Dilemma

- Low foot traffic – no sales
- Negative Facebook reviews – no visitors
- Suppliers pulling out – no products



Which digital platforms can Riza Retail leverage on?



Website



- E-floor planning, allowing the supplier to digitally envision their brand placement online
- Capture customer information for email marketing

FM Role:

- Securing e-service providers; security, data, software engineers
- Assisting in Item/product placement design
- E-training on customer service
- E-training on retail

www.rizaretail.com

Social Media



@RizaRetail



@RizaRetail



@RizaRetail

- Reply to reviews, educate the public on the changed culture
- Share pictures of new store look

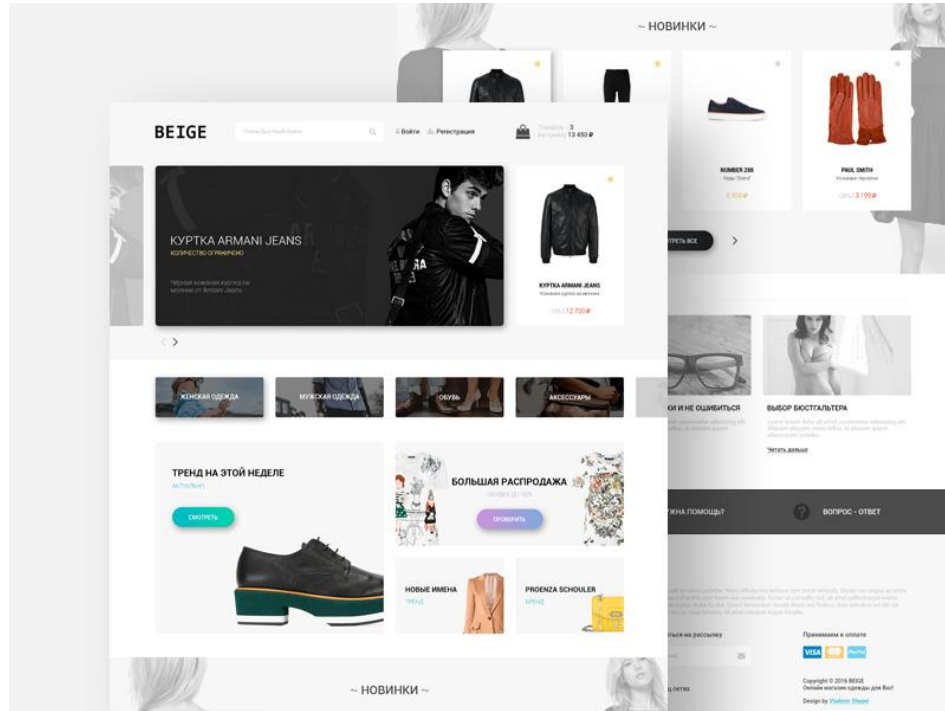
FM Role

- Strategy alignment with the Social media manager

Like, Share, Comment



E-commerce/E-market



- Design and launch an e-commerce solution to continue the business online
- Operate both physical and digital

FM Role:

- Ensuring the online inventory is up to date with the physical inventory

www.rizaretailshop.com

What will be the new role of the Facilities Manager when companies go digital?



Thank you for
attending!

