

Be part of the **Build it!** success



*Making retail simple • Making growth simple • Making homebuilding simple*





# Contents

Who are we?

Our Purpose

Our Vision

Our Values

System of Trading

Our Market

The **Build it** Guild of South Africa

Why join **Build it**?

Benefits of becoming a member

What are the requirements?

Independence starts at **Build it**

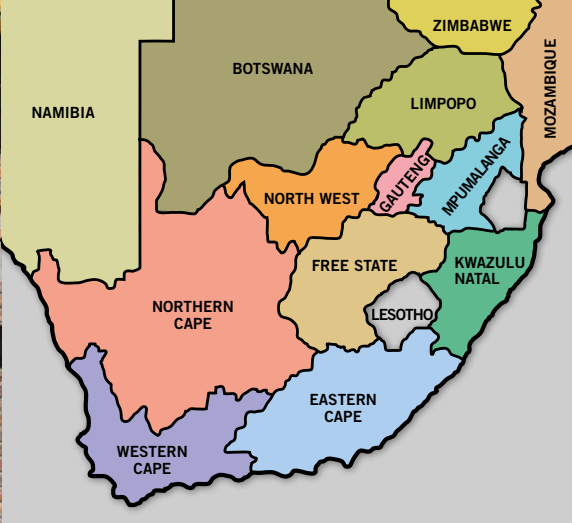
Contact Details



## Who are we?

**Build it** is a voluntary trading group of independent retailers specialising in building materials and related hardware. **Build it** is a dynamic organisation boasting a market-leading growth in the hardware and building materials industry. The organisation currently has a membership of 370 stores in Southern Africa and employs over 10 000 people. **Build it** is a division of the SPAR Group Limited and the stores are serviced by six regional offices, a central office and a distribution centre.

Stores are currently based in urban and rural areas throughout Southern Africa. We have stores in South Africa, Namibia, Lesotho, Swaziland and Mozambique.



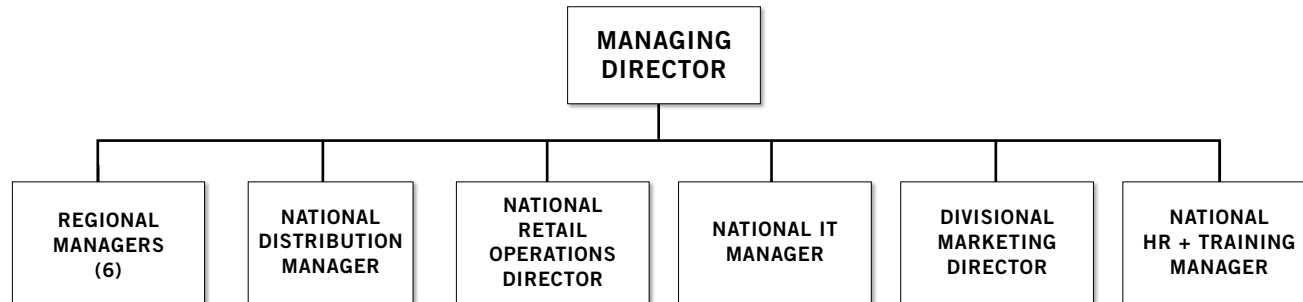
REGION	MEMBERSHIP
EASTERN CAPE	44
SOUTH RAND (INCLUDING LESOTHO)	73
NORTH RAND	53
LOWVELD (INCLUDING MOZAMBIQUE AND SWAZILAND)	62
KWAZULU-NATAL	84
WESTERN CAPE (INCLUDING NAMIBIA)	54
TOTAL	370

In 1985, with a membership of only 30 largely rural independent retailers, **Build it** launched in KwaZulu-Natal. Moving inland in the 1990s, expansion was steady but slow, until a decision was made in 2000 to develop **Build it** nationally. Store numbers grew steadily with market coverage, including the whole of South Africa, Swaziland, Namibia, Lesotho and Mozambique.

The organisation includes six regions:

- SOUTH RAND (including Lesotho)
- NORTH RAND
- KWAZULU-NATAL
- LOWVELD (including Mozambique and Swaziland)
- EASTERN CAPE
- WESTERN CAPE (including Namibia)

#### EXECUTIVE MANAGEMENT STRUCTURE





## **Our Purpose**

Make home-building simple.

## **Our Vision**

Brand of choice in our communities.

## **Our Values**

- Entrepreneurship
- Passion
- Family

## System of Trading

Our voluntary trading system aims to put independent retailers in position to aggressively compete with the opposition in the hardware and building materials market. We provide full support services in respect of hardware retailing.

## Our Market

Build it's target market embraces all activity within the building and hardware industry, focusing particularly on the building of the basic urban house, the 'township' house, rural housing and all home improvements. This includes the lower to middle income emerging market. The focus includes a product offering to service the upper LSMs. These focus areas include:

- DIY
- BIY
- SMEs
- CONTRACTORS

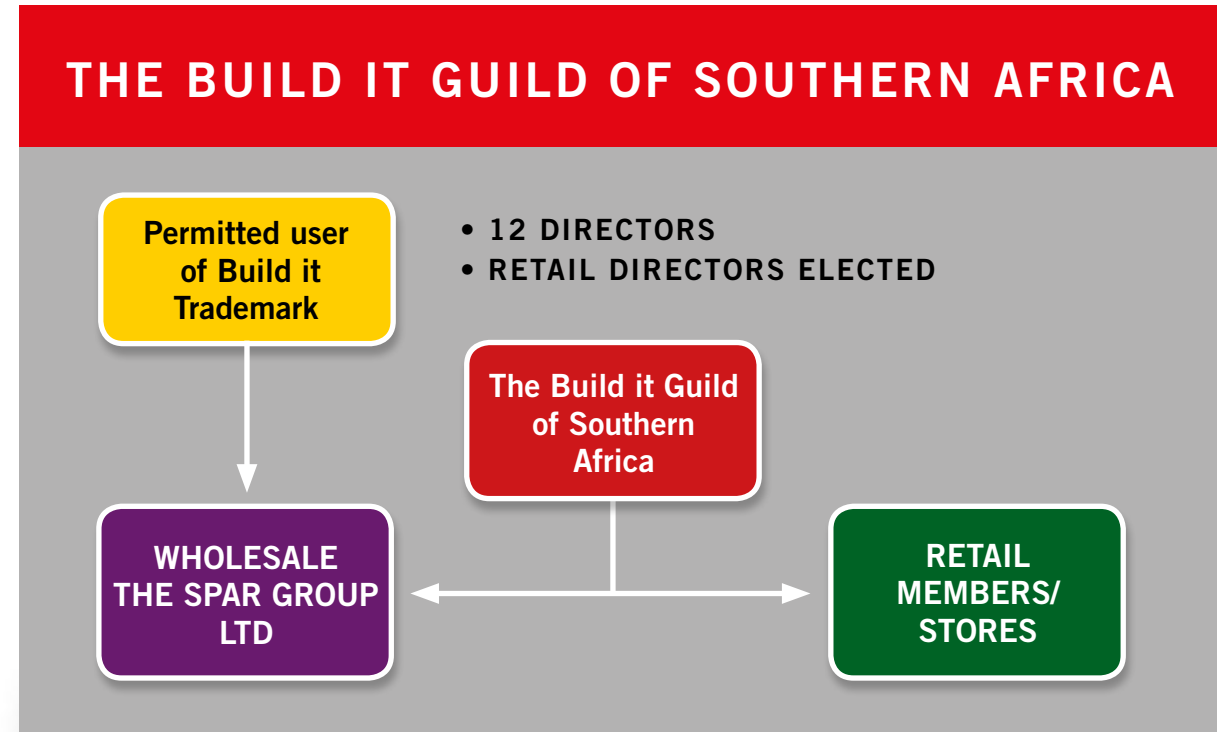
We aim to provide a full solution to build a home from the foundations to the finishes and fittings.





## The Build it Guild of Southern Africa

The Guild is a non-profit organisation whose aim is to grow **Build it** to the benefit of all parties. Together with the six Regional Committees, the functions are to ensure that **Build it** is able to maximise its market share and also to safeguard the interests of existing members.





# Build it National Guild Directors - 2018



Wayne Hook



Ray Whitmore



Rob Lister



James Crawford



Hawie Du Preez



Steven Schaeffer



Matseliso Chondoma



Suzette Geldenhuys



Ray Herbert



Andre Swanepoel



Dykhard Laage



Hennie Senekal

The Build it organisation is made up of five separate bodies:

1. Build it retailers who are independent store owners.
2. Build it Guild - a non-profit company managed by elected retailers and Build it employees, which is aimed at controlling all issues that affect the welfare of Build it members.
3. Build it Distribution Centre, in Pinetown, KwaZulu-Natal.
4. Regional Operational Teams
5. Central Office





## Why Join Build it?

Over the last 30 years we have consistently out-grown the market. **Build it** is the fastest growing hardware and building materials group in Southern Africa.

### Competitive

The **Build it** system of trading puts independent retailers in a position to compete with existing competition and assists in combating increased opposition and competition.

### Improved Value of Your Business

As **Build it** grows as a brand in the market place, the marketability and market value of **Build it** stores will increase.

### Shared Knowledge

Regional meetings of members and cell meetings provide forums to announce new promotional activity and allow for cross-pollination of ideas. In addition, the Annual Convention brings the regions together, including Retailers, Suppliers, Regional and Central Office support staff for three days of shared ideas, motivational thinking and the recognition of exceptional service and performance within the group.

### Improved Image and Standards

Bi-annual stores' standards for excellence evaluations are carried out by an independent judge, giving retailers an outsider's view of their business.

### Partnerships

Being part of a team means shared knowledge, shared enthusiasm and most importantly shared success through the system of voluntary trading with **Build it**.

# The benefits of becoming a Build it member

- Group buying power - vast network of suppliers/inclusive range**  
 Supplier negotiations are done centrally and regionally, ensuring better deals on bulk purchases, hence better selling prices and ultimately increased gross profits for the retailer. In addition, this frees up the retailer to focus on the business of selling.
- Branding**  
 A strong image is maintained through the corporate branding of **Build it**.
- Powerful Brand**  
 The **Build it** brand continues to grow and prosper. It is one of the most loved and admired brands in our industry.
- Centralised Marketing**  
 This ensures that all national and regional marketing campaigns are effective and are of the highest quality.
- Promotional Programmes**  
 Strong monthly promotions are designed to pull customers through our stores.
- Aggressive Advertising and Dynamic Promotions**  
 TV exposure and promotional activity is strongly supported with leaflets and in-store point of sale. This ensures regular exposure in the press, TV and radio.

Promotion Posters



Print Leaflet





- **Regular Deliveries From Your Own Distribution Centre**  
Because of our wide distribution network retailers benefit from having to deal with fewer suppliers, a reduced number of trucks at the back door, better pricing, regular deliveries, lower stock holding, quality products and a simplified ordering, goods receiving and claims process. Simply put, the **Build it** DC is making retailing simple.
- **Big Name Brands**  
**Build it** deals with all the big name brands in the industry.
- **Store Development**  
Expertise is offered on store layouts and regional specialist staff, together with suppliers ensure that our stores are of world class quality.
- **Training and Development**  
On-going training programmes are offered, regionally and in cell areas closer to our stores, for all levels of staff. These programmes are facilitated by dedicated specialist training consultants.

- **Retail Leadership and Consultant Service**

**Build it** provides on-going service at store level to its members through the Retail Operations Department. The function of the Retail Operations Department is to add value to the members' business and to ensure that members trade profitably.

- **Our Build it Housebrand**

Over 3000 quality house brand products that offer you more margin and differentiate your product offering.



- **Build it Family Network**

The exchange of knowledge at the various meetings, events, etc. provide a forum to discuss opportunities and common challenges with fellow members.





- **National Sponsorships**

The sponsorship of under 13 soccer in your community lifts your visibility and relevance in your community. This is an ideal opportunity to give back to customers by supporting sports that they are passionate about.

- **Rebates**

A comprehensive rebate scheme is available to members. The **Build it** Group offers members a loyalty rebate based upon purchases made via drop-shipment or through the distribution centre. These rebates are subject to qualifying criteria.

- **Retailer Incentive Schemes**

Various incentive competitions such as the National Promotions and Ladder of Success competitions which offer prizes to great local and international destinations. These incentives are aimed at growing your business.



- **Campaigns to drive your business**

Specially developed campaigns offer you the tools to be number one in your market. These campaigns have exciting elements and rewards for participating retailers to motivate their staff and drive their business.

- **IQ Retail**

The IQ Retail software is specifically designed and developed to assist **Build it** retailers in running their stores. It provides the necessary tools needed to manage supplier, product and pricing details, and assists retailers to manage various components of the replenishment cycle. It provides a business intelligence module to enable you to effectively manage your business.



- **Banking Services**

**Build it** uses the muscle of The SPAR Group to negotiate competitive cheque, cash deposit and credit card banking rates for its members.

- **Guild Insurance Cover**

On behalf of its **Build it** members, the **Build it** Guild negotiates competitive insurance rates, paid for by Guild monies. Insurance cover includes:

- Personal accident hold-up insurance
- Personal accident to members for travelling to **Build it** Guild meetings
- Public Liability





- **Guild Development Fund**

The fund is to encourage **Build it** retailers to develop and improve their stores, the Guild has established a self-funded scheme aimed at providing access to loans. No interest is charged on accounts borrowed, and no interest is paid to those members who are in credit.

- **BEE Scorecard and Certification**

We have developed a process that makes it simpler and less time-consuming for our members to get the necessary certification.

- **Other benefits include:**

- Improved Cash Flow
- Reduced Service Costs
- Extended Payment Terms
- Community Involvement Assistance

- **Independence has its benefits**

**Build it** gives every member the advantage of tremendous buying power, a comprehensive distribution and delivery network, a strong national and regional advertising program and much more, without sacrificing your independence.





# What are the requirements?

## Membership

Membership is granted only to an individual and cannot be sold or transferred. There is no membership fee, only an entrance and launch fee, which is payable on application. This amount is fully refundable should your application not be successful.

## Guarantees and sureties

To open a trading account the SPAR Group will require appropriate security.

## Payment terms for a new store

Opening payment terms:

This is at the discretion of the Regional Credit Manager.

Ongoing payment terms:

Distribution Centre:	48 days from weekly statement
Drop-shipment:	48 days from weekly statement





## Independence starts at Build it

More and more new **Build it** members are enjoying the benefits of independence with **Build it**. **Build it** owners see a significant increase in profitability and the value of their business since converting to **Build it**. **Build it** offers the prospective investor the opportunity to compete with the major players in the industry, whilst maintaining their own individuality.

## Contact Details

**Build it** Central Office  
PO Box 1589, Pinetown 3600  
Tel: 031 719 1759  
Fax: 031 719 1993

**Build it** KwaZulu-Natal  
James Crawford  
Tel: 031 508 5129  
Cell: 082 498 7339

**Build it** South Rand  
Hawie du Preez  
Tel: 011 821 4262  
Cell: 083 304 1705

**Build it** North Rand  
Simon Bisset  
Tel: 011 203 5324  
Cell: 082 564 2967

**Build it** Eastern Cape  
Girschwin Lewack  
Tel: 041 404 5006  
Cell: 060 546 8576

**Build it** Lowveld  
Anton Wassenaar  
Tel: 013 753 6826  
Cell: 082 821 9787

**Build it** Western Cape/Namibia  
Steven Schaefer  
Tel: 021 690 0050  
Cell: 083 324 3024

Website: [www.buildit.co.za](http://www.buildit.co.za)  
Facebook: [www.facebook/buildit](http://www.facebook/buildit)



**Build it!** 