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Shield Trade Show



The Supermarket & Retailer team was excited to attend the annual national Shield Trade Show. This was the first trade show since the start of the Covid-19 pandemic in 2020. The Shield buying group negotiates great prices for their members backed by the scale of the Massmart group.

The show had 140 customers in attendance and a total of 75 suppliers showcased their all-time best-seller products, as well as some new favourites that will be popping up in stores soon. Interaction at the show offers both members and suppliers the perfect opportunity to mingle, network, and negotiate prices and quantities that suit business needs.

Many supplier stands were kitted out with banners and marketing material to boost brand awareness and give ideas of what kind of presence the many new products will boast within the retail space. Suppliers offered the opportunity to sample new products and ran several competitions which won the attention of members and attendees.





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Masscash Shield offers independent retailers and small businesses in South Africa a valuable opportunity to compete in a challenging market by leveraging the collective purchasing power of a larger group.
www.massmart.co.za/our-brands/

What is it:

Workforce Connect™ is a communication and task management software solution from Zebra Technologies.

The software helps increase efficiency by providing tools to manage tasks, share information, and keep teams connected. It also allows managers to easily track employee performance and get up-to-date visibility into the status of their projects.

Additionally, the software offers advanced security features to ensure confidential data remains safe and secure.

Why retailers need this:

It has been found that 86% of organisations are acknowledging that frontline workers need enhanced technological insight for quicker and better decisions in the moment.

Retailers need Workforce Connect™ to help streamline their in-store operations and ensure that their employees are well-equipped to deliver excellent customer service.

This helps retailers stay organized and efficient and allows them to quickly respond to any changes in customer demands or store operations.

Furthermore, the platform offers powerful communication tools such as group messaging, walkie-talkie functionality, and alerts to ensure that employees stay connected and informed.

Benefits:

- **Increase Productivity:** Workforce Connect™ helps employees stay connected in real time and informed throughout their day, allowing them to quickly respond to tasks that demands instant action, i.e. security alerts, stock availability, customer assistance.
- **Improved Communication:** Workforce Connect™ streamlines communication. All employees within an organisation, managers, team members, and 3rd party service providers, are instantly connected via a secure platform making it possible to execute urgent actions quickly and monitor progress.
- **Automation of Tasks:** By setting up automated tasks, employees can minimise having to leave the shop floor and can therefore focus on ad-hoc requirements and offering customer their best shopping experience, whilst managers can easily track performances and get up-to-date visibility into the status of their projects.



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What's trending?

Workforce Connect™

