



---

# SMME Retail Readiness

## REFLECT | REBUILD | REVIVE

---

Mishinga Josephine Seyuba Kombo  
Tuesday 5 March 2024



**How and What  
can we do  
better  
together?**

**Mishinga Seyuba Kombo**  
**Supplier Development Specialist and Researcher**



# GS1 SMME partner exhibitors

## Freshmo Brands



**Mouthwash  
in a Sachet**

## Dlloyd Creative Enterprises



**Barcoding, labelling, design  
and promotional printing  
and design services**

## First Light Distribution



**Sanitary towels  
manufacturer**



# How do Small Businesses **succeed** in retail in South Africa?



---

# Key Objective: Successful migration to 2D barcodes by 2027

---

Track and trace,  
Food safety and  
Compliance

A GTIN  
barcode is a  
gateway to  
retail listings  
and sales

Products  
available in  
store, online, or  
direct to  
customers

GS1 is supporting industry aiming for a “Global Migration to 2D” to enable 2D barcodes to be read at POS around the world by the end of 2027.



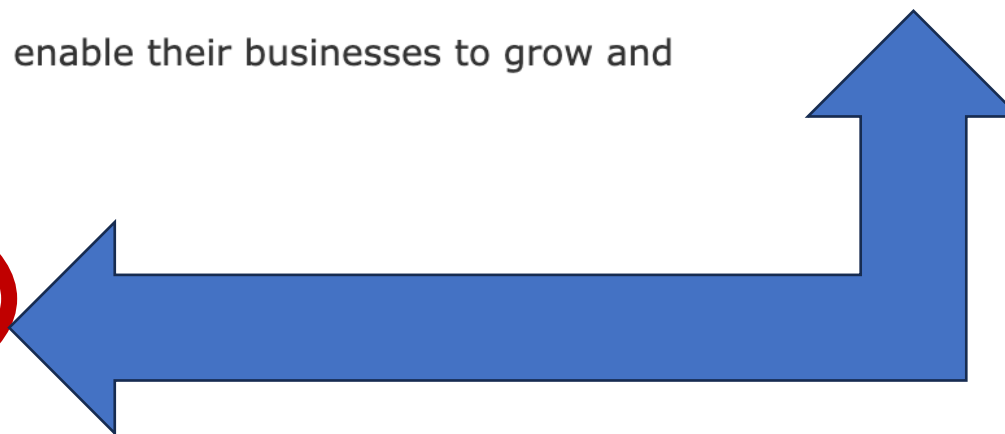
The Consumer Goods Council of South Africa (CGCSA) offers member value through the provision of services that include:

- Product labelling advisory
- Global standard barcoding and trusted data management
- Regulatory advice and advocacy
- Sustainability guidance and advisory
- Food safety, food quality and food waste advisory
- Crime risk management, trends analysis and best practice
- Skills development and training
- Industry representation through media engagements
- Consumer awareness
- Facilitation of non-competitive industry collaborations
- Sharing of best practice standards for the industry
- Engagement with government departments and regulatory agencies



CGCSA members can access the following services to enable their businesses to grow and thrive in an ever-changing environment:

- [GS1 South Africa](#)
- Food Safety & Sustainability Initiative
- Legal, Regulatory & Stakeholder Engagement
- Consumer Goods Crime Risk Initiative
- Training Transformation & Development





**RESP**

Who is  
responsible?  
We all are



**NSI**

**BILITY**

---

# What drives Consumer behavior?



**Data analytics and customers insights**

---



# IN TEG RITY



How do SMME's  
enter and operate  
successfully in a  
retail environment?



# Together





**QUALITY**



**What should  
SMME's do more of  
to achieve their  
sales and growth  
goals?**



**SA-GAP Certification Programme  
for Smallholder Producers of  
Fresh Produce**

The  
Customer  
is Queen



**CUSTOMER  
FIRST**



Retailers are **strictly liable** for every product you see on their shelves



## **FOOD SAFETY LEGISLATION**

Acts and Regulations  
in South Africa



**Governed by strict Food Safety **Legislation** and **Regulations****



**CONSUMER  
PROTECTION  
ACT**

**Product Recalls**





**GLOBALG.A.P.**



# Process Flow for the SA Gap Certification Programme

01

## Application

- Nomination of potential producers for certification
- Completion of readiness assessment templates
- Sending of templates to DAFF for further assessments
- DAFF sends the information to the relevant certification agency

02

## Pre-audit

- Certification agency contacts PDA or industry stakeholder and the producers to schedule pre-audit dates
- Auditor conducts pre-audit
- Certification body sends pre-audit reports to stakeholders

03

## Workshops

- Certification agency contacts PDA or industry stakeholder and the producer to schedule workshop dates, venue and other logistics
- Certification agency conducts workshop to discuss pre-audit outcomes and recommends corrective measures on any non-conformances

04

## Final-audit

- Certification agency contacts PDA or industry stakeholder and the producer to schedule final audit
- Auditor conducts final-audit
- Issuing of certificates or further recommendations by the auditor

05

## Maintainance

- Producer maintains certification status
- Annual renewal of certificates
- Unannounced inspections by the auditor to verify maintenance of certification status

06

01

02

03

04

05

06

**On Going Support is Key**

A wooden desk with a spiral notebook and glasses. The notebook is open, showing lined pages. The glasses are resting on the desk. The text is overlaid on the left side of the image.

Let's grow

# **10 SMALL BUSINESS INSIGHTS**

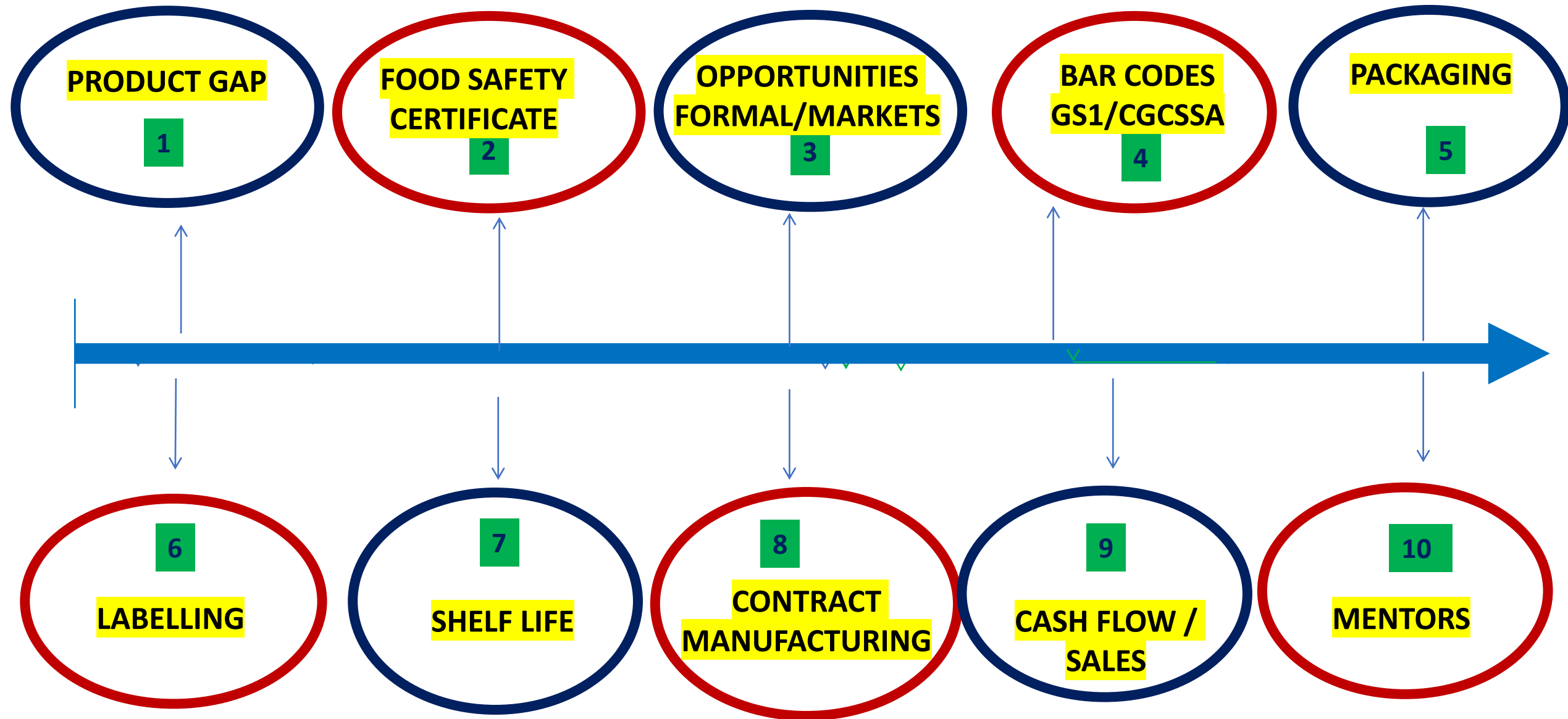
# COLLABORATION

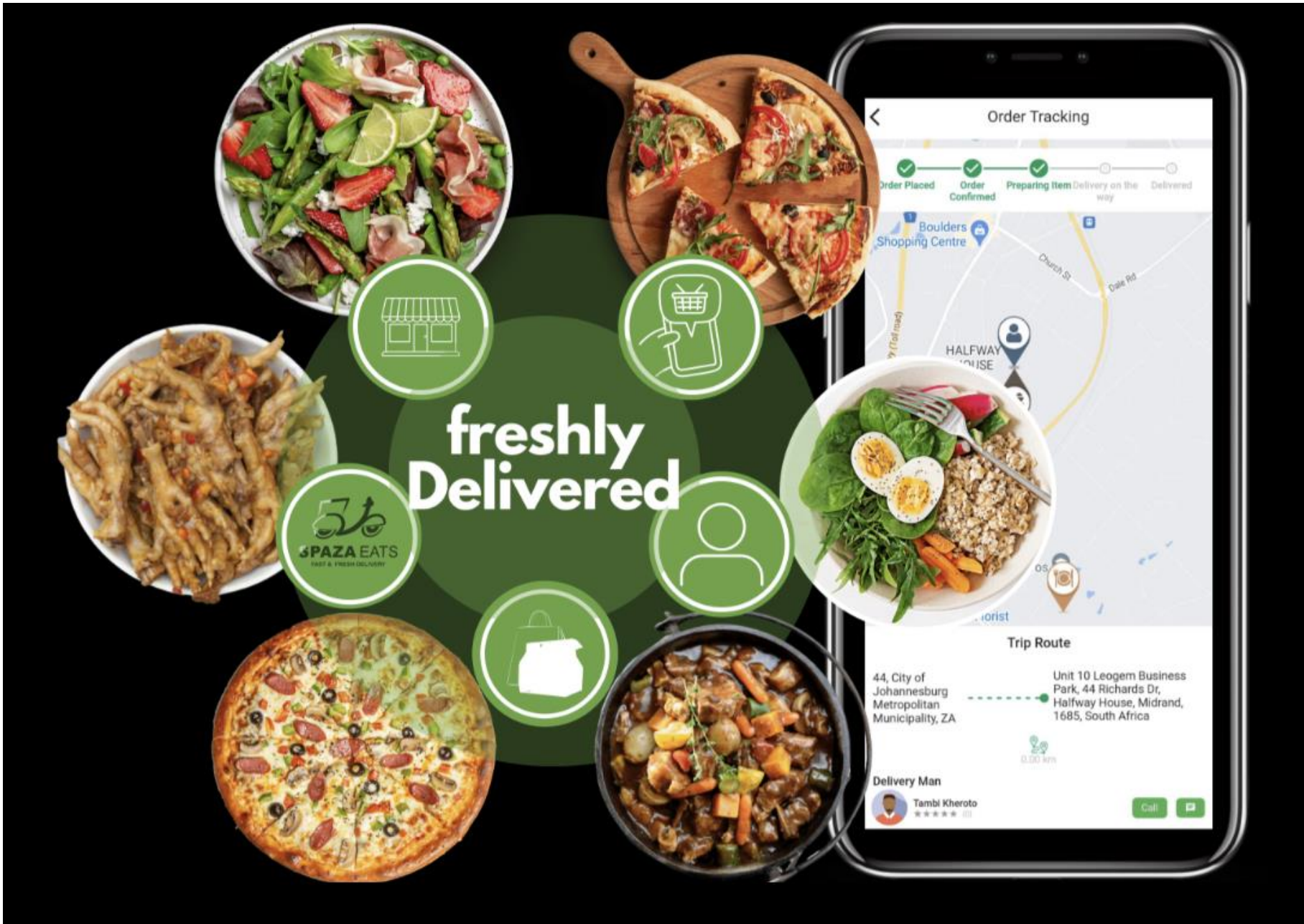


What should  
SMMEs consider  
when operating  
in a retail  
environment?



# SME Road to Retail Performance "Tips" for Success





freshly  
Delivered



Order Tracking

Order Placed ✓ Order Confirmed ✓ Preparing Item ✓ Delivery on the way ○ Delivered ○

Boulders Shopping Centre

Church St Dale Rd

HALFWAY HOUSE

Trip Route

44, City of Johannesburg Metropolitan Municipality, ZA

Unit 10 Leogem Business Park, 44 Richards Dr, Halfway House, Midrand, 1685, South Africa

0.00 km

Delivery Man

Tambi Kheroto

Call

[www.spazaeats.co.za](http://www.spazaeats.co.za)



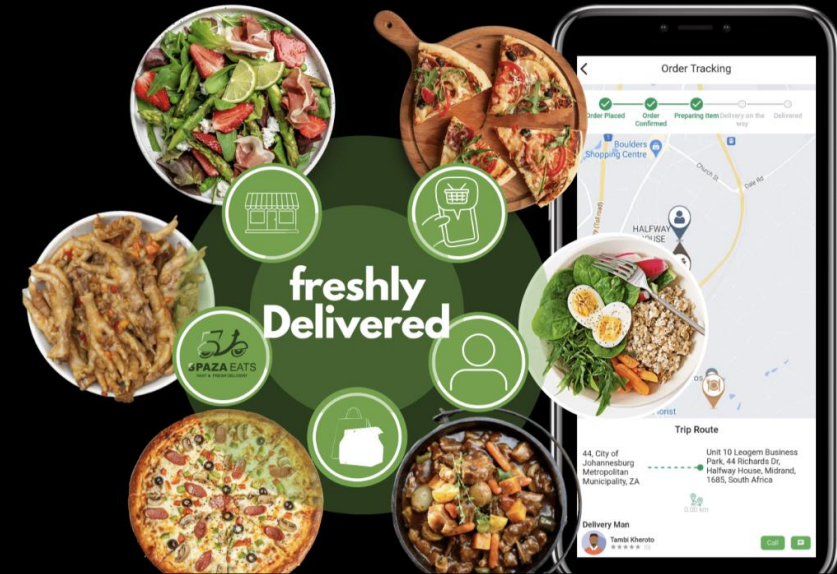
# Your Fast and Fresh Delivery

Get Started

Watch Video

Become a Driver

Add your Restaurant



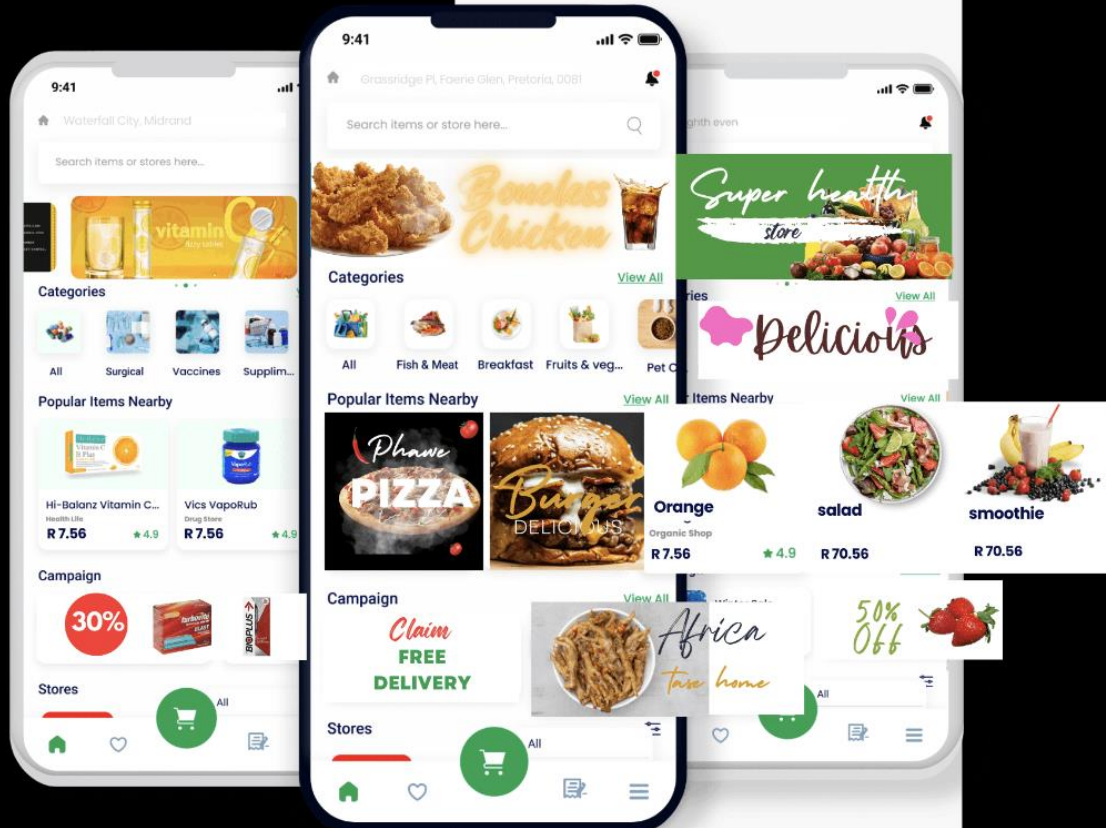
**MAKE MONEY WITH SPAZA EATS DELIVERY**

Get the taste of Africa through local Cuisine

**0849783220 | [onthatile@analyticsxhq.com](mailto:onthatile@analyticsxhq.com)**



fresh  
healthy  
& tasty.



Get the app



## Add your Restaurant


Start making money online with your delicious menu items, take orders.



## Become a Driver

Start delivering today and make great money on your own schedule.

# INSPIRATION



How can  
SMMEs stay  
motivated  
and inspired?

## Contact us

Bonga Shabangu | [bonga@karisafoods.com](mailto:bonga@karisafoods.com) | 074 230 2102  
Carol Holland | [carol@hollandconsulting.co.za](mailto:carol@hollandconsulting.co.za) | 083 484 0480

Illovo Point, 68 Melville Rd, Illovo,  
Sandton (13th floor)





## About us

Karisa Plant Based Mince is a range of delicious and nutritious cooked meals that are made entirely from plant-based ingredients. Our products are carefully prepared to exceptional quality and taste standards, ensuring that every bite is as delicious as it is healthy.

Our meals are made from high-quality mixed vegetables and soya mince, making them balanced, multi-textured and rich sources of protein and essential nutrients. They contain between 150-220 calories per serving and are low in carbohydrates and sugar, making them perfect for those on calorie and carb-restricting diets.

*A taste for a better life*



**NB  
Customer  
Call to  
Action**





## *Our story*

It all started in our kitchen at home in Soweto. My family had been struggling to find a tasty soya mince for the church soup kitchen, and so it became our passion project to improve the recipe.

Word of our delicious meals soon spread far and wide. As demand from families and businesses grew, our home quickly became the hub for an unexpected opportunity to bring healthy, plant-based foods to more people.

Over time we refined the recipe to meet the need for easy-to-store, economical and convenient ready cooked meals that retain that hearty, meaty taste of a home-cooked dinner.

## *Our mission statement*

Developing evolved nutrition solutions for future generations.







# Spinach, mixed veg and soya mince in a creamy sauce

Water, Mixed Vegetables (55%) (diced potatoes (21%), diced carrots (15%), spinach (13%), onions (6%)), Soya mince (8%) (texturized vegetable protein [soya], maize\*, beef & onion flavoured soup [maize\*, salt, sugar, texturised vegetable protein (soya), vegetable fat (palm fruit, TBHQ), hydrolysed vegetable protein (soya), yeast extracts (gluten), colourant, acidity regulator, MSG (flavour enhancer), herbs & spices, dehydrated onion, stabiliser, garlic powder, mustard], beef flavoured stock [salt, maize\* flour, MSG (flavour enhancer), hydrogenated vegetable fat (palm oil, TBHQ), hydrolysed vegetable protein (soya, egg), colourant, yeast extract, anti-caking agent, acidifiers, spices (irradiated), flavouring], vegetable oil [sunflower seed, TBHQ], sugar), Fresh cream (7%) (milk), Vegetable oil (sunflower oil, TBHQ), Salted butter (milk, salt), Salt, Chicken flavoured stock [salt, maize\*, MSG (flavour enhancer), vegetable fat [palm fruit], yeast extract, anti-caking agent, hydrolysed vegetable protein [soya, barley, gluten], flavouring, spices, herbs, vegetable powder [garlic, celery] and MSG (flavour enhancer)], Spices. \*Genetically Modified (GM). **CONTAINS:** Soya, Milk, Gluten, Egg.



Each 100 g serving contains

Energy	464 kJ
Sugars	2.3 g
Fibre	3.0 g
Total Fat	6.1 g
Saturated Fat	6.1 g
Sodium	733 mg

GDA TABLE

of an adult's guideline daily amount

TYPICAL NUTRITIONAL INFORMATION (AS PACKED)	PER 100 g SERVING
Energy	464 kJ
Protein	4.7 g
Carbohydrate	9 g
of which Total Sugar	2.3 g
Total Fat	6.1 g
of which saturated fat	6.1 g
monounsaturated fat	<0.1 g
polyunsaturated fat	<0.1 g
Dietary Fibre #	3.0 g
Sodium	733 mg

# Analysed using AOAC 985.29 method

- ✓ LACTO-OVO VEGETARIAN
- ✓ VERSATILE
- ✓ READY TO EAT

*A taste for a better life*







# Soya mince in a classic tomato sauce

Tomatoes (66%), Water, Soya mince (8%) (texturized vegetable protein (soya), maize\*, beef & onion flavoured soup [maize\*, salt, sugar, texturised vegetable protein (soya), vegetable fat (palm fruit, TBHQ), hydrolysed vegetable protein (soya), yeast extracts (gluten), colourant, acidity regulator, MSG (flavour enhancer), herbs & spices, dehydrated onion, stabiliser, garlic powder, mustard], beef flavoured stock [salt, maize\* flour, MSG (flavour enhancer), hydrogenated vegetable fat (palm oil, TBHQ), hydrolysed vegetable protein (soya, egg), colourant, yeast extract, anti-caking agent, acidifiers, spices (irradiated), flavouring], vegetable oil [sunflower seed, TBHQ], sugar), Onion, Vegetable oil (sunflower seed, TBHQ), Dehydrated vegetable (garlic), Chicken flavoured stock (salt, maize\*, MSG [flavour enhancer], vegetable fat [palm fruit], yeast extract, anti-caking agent, hydrolysed vegetable protein [soya], maize\*, MSG [flavouring], spices, herbs, vegetable powder [garlic, celery] and MSG [flavour enhancer]), Sugar, Herbs, Salt, Spices. \*Genetically Modified (GM). **CONTAINS:** Soya, Milk, Gluten, Egg.



Each 100g serving contains

Energy	364 kJ
4%	
Sugars	6.1 g
7%	
Fat	2.9 g
4%	
Saturated	2.9 g
15%	
Sodium	824 mg
34%	

GDA TABLE

TYPICAL NUTRITIONAL INFORMATION (AS PACKED)	PER 100 g SERVING
Energy	364 kJ
Protein	4.4 g
Carbohydrate	11 g
of which Total Sugar	6.1 g
Total Fat	2.9 g
of which saturated fat	2.9 g
monounsaturated fat	0 g
polyunsaturated fat	<0.1 g
Dietary Fibre #	2.5 g
Sodium	824 mg

# Analysed using AOAC 985.29 method

- ✓ OVO-VEGETARIAN
- ✓ VERSATILE
- ✓ READY TO EAT

*A taste for a better life*







## Spinach, mixed veg and soya mince in a creamy sauce

Water, Mixed Vegetables (55%) (diced potatoes (21%), diced carrots (15%), spinach (13%), onions (6%)), Soya mince (8%) (texturized vegetable protein [soya], maize\*, beef & onion flavoured soup [maize\*, salt, sugar, texturised vegetable protein (soya), vegetable fat (palm fruit, TBHQ), hydrolysed vegetable protein (soya), yeast extracts (gluten), colourant, acidity regulator, MSG (flavour enhancer), herbs & spices, dehydrated onion, stabiliser, garlic powder, mustard], beef flavoured stock [salt, maize\* flour, MSG (flavour enhancer), hydrogenated vegetable fat (palm oil, TBHQ), hydrolysed vegetable protein (soya, egg), colourant, yeast extract, anti-caking agent, acidifiers, spices (irradiated), flavouring], vegetable oil [sunflower seed, TBHQ], sugar), Fresh cream (7%) (milk), Vegetable oil (sunflower oil, TBHQ), Salted butter (milk, salt), Salt, Chicken flavoured stock (salt, maize\*, MSG (flavour enhancer), hydrolysed vegetable protein [soya], vegetable fat [palm fruit], yeast extract, anti-caking agent, hydrolysed vegetable protein [soya, barley], flavouring, spices, herbs, vegetable powder [garlic, celery] and MSG (flavour enhancer)), Spices. \*Genetically Modified (GM). **CONTAINS:** Soya, Milk, Gluten, Egg.



Each 100 g serving contains

Energy	464 kJ
Sugars	2.3 g
Fat	6.1 g
Saturates	6.1 g
Sodium	733 mg

GDA TABLE

of an adult's guideline daily amount

TYPICAL NUTRITIONAL INFORMATION (AS PACKED)	PER 100 g SERVING
Energy	464 kJ
Protein	4.7 g
Carbohydrate	9 g
of which Total Sugar	2.3 g
Total Fat	6.1 g
of which saturated fat	6.1 g
monounsaturated fat	<0.1 g
polyunsaturated fat	<0.1 g
Dietary Fibre #	3.0 g
Sodium	733 mg

# Analysed using AOAC 985.29 method

✓ LACTO-OVO  
VEGETARIAN

✓ VERSATILE

✓ READY TO EAT

*A taste for a better life*





**KARISA**  
Plant Based Mince



*A taste for a better life*



**Developing evolved nutrition solutions for future generations**

**Pricing**

**Location**

**Volumes**

**Payment Terms**

**Cash Flow**

**Loadshedding**

**Merchandise**





**Thank you**

# KEEP IN TOUCH



Mishinga Seyuba Kombo  
Mishinga@gmail.com