

Workshop series to empower independent retailers

Tungwa Retail Holdings is to hold a series of trade workshops aimed at empowering independent retailers to maximise their businesses in the retail space.

The series of four events, which will be held in Joburg from July to September, is aimed at three categories of retailers: aspirant retailers who are planning to enter the sector; retailers in the challenging startup phase; and established retailers who would like to up their game.

The forthcoming series of events, entitled the *Concept to Trade Retail Series*, will address some of the key issues facing independent retailers in a highly competitive environment. The first of these, which will be held on 25 July, will feature keynote speaker and entrepreneur par excellence, Richard Maponya. Amongst many other things, Maponya is the visionary behind Maponya Mall in Soweto, one of the largest shopping centres in the country.

"Tungwa recognises that there is a growing need for retail solutions partners in both the formal and informal retail sectors," said Founder and MD, Monalisa Sam. "As importantly, creative 'retailpreneuers', who have no previous experience of trading in the retail environment, need access to the knowledge and mentorship required to be successful."

Is retail for you?

The full-day event will feature such topics as: *Is retail for you?*; *Bringing an idea to life*; and *Building a brand made to last*. It will also feature a retail strategies panel session with prominent independent retailers. This will be followed by a Q&A session, which will enable delegates to pose questions about their own business challenges.

The second event, to be held on 1 August, will feature the Founder and CEO of Africology, Rencia Droganis. Africology, which was started in a kitchen in Joburg, is now one of the leading natural, eco-friendly and holistic spa and skincare companies in South Africa.

This event will feature such topics as business planning: *The biggest mistakes*; *What does your website say about your brand?*; and *Read the fine print*. Like the first event, it will also feature a retail panel session and a Q&A session. All events will include morning tea and lunch.

"We have a wealth of retail talent in South Africa," said Sam. "It's our aim to support and enable this talent, and to give independent retailers everything they need to create the success stories they're so capable of achieving."



Rencia Droganis, Founder and CEO of Africology.

The event series will take place on 25 July, 1 August, 29 August and 5 September at SAP Office Park, 1 Woodmead Drive, Johannesburg. For further information about the *Concept to Trade Retail Series*, call Tungwa Retail Holdings on info@tungwaholdings.co.za or +27 (0) 82 709 3293.