

# OK Franchise Division announces winning franchisees

The OK Franchise Division (OKFD) has announced its 2016 Franchisee of the Year titles at its annual OKFD conference, which was held in Bali earlier this month.



Roelie van Vuuren, proud owner of OK Grocer Lutzville, crowned as the 2016 King of the OK House Brand.

A division of the Shoprite/Checkers group, it endeavours to raise the bar of the retail and wholesale industries continuously, through an innovative and modern approach. It is dedicated to ensuring that each store offers its valued customers an enjoyable shopping experience, with special focus placed on delivering outstanding customer service.

This year, 13 stores throughout South Africa and Namibia were nominated for the Franchisee of the Year title in the OK Foods / OK Grocer, OK MiniMark and Megasave categories. In addition, another five stores were in the running for the Most Improved Store of the Year Award. OK Foods and OK Grocer stores represent larger grocery outlets whilst OK MiniMark is a convenience outlet and Megasave is the wholesale arm of the OKFD.

## The winners

Stores are judged in their respective categories over the course of a year on criteria that gives a complete overview of all the aspects of a leading retailer and wholesaler. The criteria includes growth, general store standards, customer service, staff motivation, service department offerings and displays, community involvement, administrative excellence and loyalty.

The winners are:

- *OK Foods / OK Grocer category:* OK Grocer Heilbron (Free State)

- *OK MiniMark category*: OK MiniMark Kleinmond (Western Cape)
- *Megasave category*: Megasave Ngcwanguba (Eastern Cape)
- *Most Improved category*: OK MiniMark Langebaan (Western Cape)

Because the OK house brand range boasts a brand new design, the OKFD has decided to honour OK Grocer Lutzville (Western Cape) as this year's King of the OK House Brand. The criteria includes product presentation, sales, plus variety and availability of products. The OK house brand is a diverse range of quality products at affordable prices.

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