

Why back-to-school doesn't need to mean back-to-broke

Issued by [Ackermans](#)

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Ackermans makes shoppers lives easier with its back-to-school offering



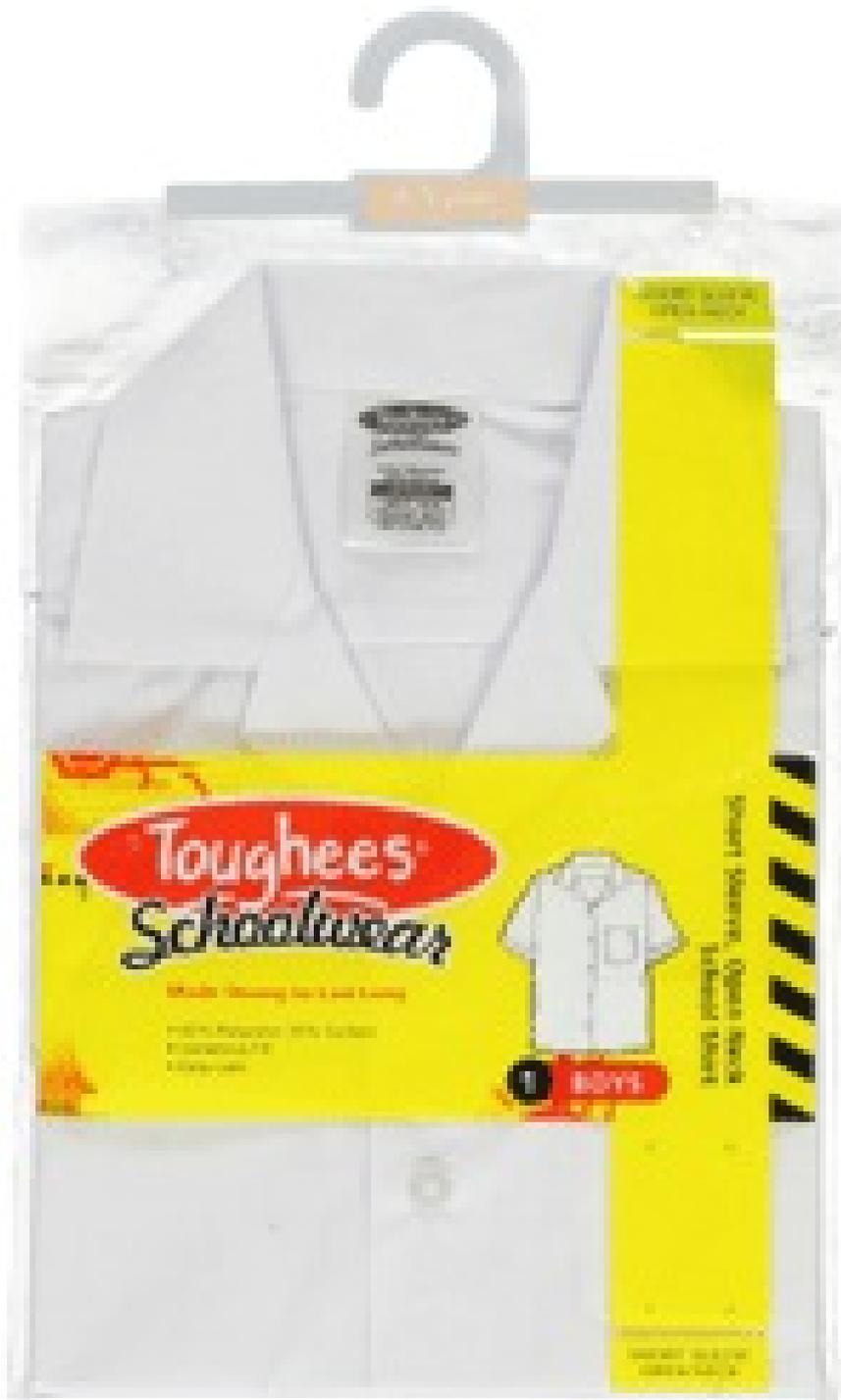
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The new school year can be an expensive time for parents, with kids requiring new bags and stationery. Added to this, moms often find that their children require brand new shirts, skirts, trousers and shoes.

Leading value retailer Ackermans is working hard to make back-to-school shopping easier on moms' wallets, keeping their promise to continuously seek new ways to add value to the lives of customers.

Increased convenience

Stores tend to be crowded after Christmas, as shoppers clamour to start their back-to-school shopping as early as Boxing Day. To make navigating the crowds easier for customers, Ackermans has moved all school items, including Toughees schoolwear (exclusive to the retailer), to the front of its stores across the country, for increased shopper convenience.

Ackermans has also installed a "find your fit" stand in all of its stores, so that moms don't need to remove pre-packaged

clothing items – like school shirts – from the packaging to check the fit.

Added value

Ackermans is offering a wider range of back-to-school merchandise including clothing, shoes, bags, stationery and other essential items needed for the school year, therefore saving mom time as she doesn't need to go from store to store.

Payment flexibility

Buying new schoolwear for the family can be a costly exercise. Ackermans offers a number of flexible payment options to make this more manageable.

Customers can apply for a store card, and pay for their purchases in affordable monthly installments with low interest.

Ackermans also offers a lay-by option whereby customers can reserve an item at the store and pay for it in installments over a three-month period interest-free, collecting the item once it is paid for in full. Mothers can buy those items children urgently require before the start of the school term, while remaining items and/or garments not required immediately (such as winter uniforms) can be bought on lay-by. In the event that a customer no longer requires an item, they are not penalised for cancellations and are refunded in full.

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ACKERMANS

Ackermans' success story began in 1916 when Gus Ackerman opened the very first store in Wynberg, Cape Town, setting a benchmark for competitive prices that few could match. Today, with more than 380 outlets in Southern Africa, including Namibia, Lesotho, Swaziland and Botswana, the business continues to go from strength to strength. Ackermans' proud heritage was built by focusing on the things that matter most to our customers; namely affordability, fashion and durability.

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