

Builders Warehouse opens in Francistown, Botswana

On 25 July 2013, Massmart opened its second Builders Warehouse in Botswana, in Francistown. Situated in the Somerset West area, the new 5150m² store design and layout is in line with the group's South African stores and natural lighting has been introduced into the store through translucent roof sheeting to help reduce energy consumption. The new store's design and layout is easy to navigate and helps define the store's merchandise areas.



Llewellyn Walters CEO Massbuild, said, "As the largest home improvement retailer in South Africa and with the success of our Gaborone store, we are delighted to be opening another store in Botswana. We have been looking forward to bringing customers in Francistown the best choice at the lowest possible prices."

Products and services

The comprehensive range of products in the store includes: Bathroom, building materials, cement, décor, electrical, flooring (tiles, laminates and carpets), garden plants, hand tools, hardware, kitchens, lighting, outdoor, paint, plumbing, civil, pool, power tools, sanitary ware and security products.

The store will also offer its contractor customers a dedicated department and service counter that can assist them with their bill of quantities for projects. An experienced key account manager is allocated to attend to their individual needs with regard to tender pricing, specifications and the supply of building and civil material. In addition the following services will also be offered: building cost estimation, on-site measurements for additions and roofs, supervised installations of kitchen cupboards, cornices specifically designed in width and cut to size, quotations and estimations, delivery as well as the option to either open a 30 Day account, cash or deposit account.

Other service offerings include, remote control programming, made to measure curtains and blinds, gas filling and swopping, glass cutting, key cutting, kitchen design and installation, pool water testing and advice, paint mixing and colour consulting, precision timber and board cutting.

African expansion

Grant Pattison, Massmart CEO, added, "The store opening is in line with Massmart's Africa expansion strategy and we have several new sites approved in our existing African markets. We are also focusing on East and West Africa where we are already in the planning stages of implementing our discount food retail strategy."

Massbuild opened its first central distribution centre, located in Midrand, in April this year. The 35000 m2 facility will service all of its brands throughout Africa. It is the third largest distributor of consumer goods in Africa, the leading retailer of general merchandise, liquor and home improvement equipment and supplies and the leading wholesaler of basic foods. It currently has 381 stores in sub-Saharan Africa with plans to expand into East and West Africa.

The first Builders Warehouse store in Botswana opened in Gaborone, in September 2011.

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