

Gill Mkhasibe to speak at ITF on how brands are purchased in informal retail

The Trade Intelligence Independent Trade Forum (ITF), being held on 23 February 2017 at the Focus Rooms, Sunninghill Sandton, will feature Gill Mkhasibe, MD and co-owner of The Mkhasibe Group (TMG), who will answer 'How is your brand purchased in the informal trade?'

Mkhasibe is a specialist in township marketing, distribution and research and has gained a reputation for her in-depth knowledge of the informal sector and of general consumer trends. She has over 30 years' experience with various institutions ranging from assistant store manager to marketing consultant to her current position.

In 1988, she and her husband George wrote an extensive report on spaza shops, which was at the time a new and growing phenomenon. They discovered a gap in the market for manufacturers to sell their products to these traders, leading to the birth of TMG.

Mkhasibe, identified by Direct Talk as a 'key trend-establisher' in the trade sector and among black youth, will bring insights gleaned from TMG's recently completed Multichannel Shopper Survey about the trends and forces shaping the informal trade. She will share the what, where, when and why of your township shopper and the role they play in the success of your product

"There are too many assumptions that exist within suppliers, which leads to a lack of understanding of traders," she says.

The costs to attend are R3,950 per delegate for four or more delegates or R4,650 for one delegate. For more information, go to tiform.co.za.



Gill Mkhasibe

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