



Rediscover what matters – with Hinterland

ticipants also had time to bond with their colleagues during team building activities as well as enjoying the entertainment of popular musician Jay.

"As a retail business we are customer-focused and the new trends all point towards a more customised approach which makes the customer feel even more special. Which is why our customer's needs have to be our number one passion," said MD Daan Bronkhorst. "The conference environment is perfect for igniting passion and focus, while at the same time strengthening our bond as a united team."

Several delegates shared their experience of the conference.

Yvonne Gagiano, Branch Manager at Kroonstad said:

"It was an incredible experience for me to see how we can work together as a team and have fun doing so. I also learned some valuable lessons and techniques as to how to get your team behind you to achieve your goals."

Schweizer Reneke Store Manager, **Arlene Barkuizen**, said her take-away from the conference was that "it is important to make customer service a matter of paramount importance. And not just a once-off - it has to be a constant approach. You can never satisfy a customer 100%, but the way you deal with them can make them feel special and turn them into a customer for life," said Arlene. "I learned that satisfied clients are the most important asset of a business that is completely

dependent on customers and it is not the other way around."

Louise Theunissen, General Clerk at head office, had one suggestion to make the conference better. "It was an awesome experience. However, I wish everyone wore name tags so we could interact more freely with our colleagues. It was great to experience management's open door policy and to learn that even your colleagues are your customers and to approach them with the same passion and respect. In the context of the theme of the conference it was important to be reminded not to judge a book by its cover when dealing with customers."

Amanda van den Berg, Product Manager Assistant at head office, said the conference was very insightful for her. "I discovered that my understanding of what actually happens at the branches is not the reality of what they experience. They experience a lot more pressure, precisely because they work directly with the customer. I have to make sure that I forward the correct information to the branches and make sure that the information on the system is current and correct. It was also wonderful to put faces to the voices you interact with daily at the branches."

Hantie Wolmerans, Warehouse Manager at Ottosdal, said the conference was fun and insightful. "I learned that the competition out there is getting stronger and they do not stand still. We should be fully active in the area where we fit into the bigger picture of the business so that we all play our part in achieving success."

Earlier this year, on 7 and 8 February, Hinterland's departmental heads got together at Stonehenge in Parys for a conference which was themed – Rediscover What Matters. As you all know, this is also our new logo pay-off line which encapsulates the combination of platteland hospitality and efficient service. The conference sub-heading was "My passion... my customer's needs," and delegates were treated to presentations on effective client service in the new agri-retail climate. Par-

Boodskap van die BD

Mede-Hinterlander,

Tyd vlieg” hoor ek nou die dag ‘n kollega sê. ‘n Opmerking wat ek self al meer as een keer gemaak het en ek seker is, aan u almal bekend is.

Wat beteken dit? Tyd is tyd; ‘n minuut, ‘n uur, ‘n dag, die tydsuur bly dieselfde, dit is die omstandighede in tyd wat bepaal hoe tyd ervaar word. Wanneer omstandighede in ‘n bepaalde tyd moeilik is, is dit ons ervaring dat tyd stadig verby gaan, soos wanneer ons langs ‘n siekbed sit, dan is dit natuurlik dat ons die tyd vinnig wil maak sodat die persoon weer gesond kan wees en tyd normaal kan aangaan. Die teenoorgestelde is egter ook waar. Wanneer dit voorspoedig gaan, alles in plek val en volgens plan verloop en nuwe geleenthede duik op, is dit ons ervaring dat “tyd vlieg”, omdat daar nie genoeg tyd is om by alles uit te kom nie.

Ek wil glo dat Hinterland ‘n “tyd vlieg”-fase beleef. Daarom is dit belangrik en noodsaaklik dat elke Hinterlander sy tyd moet bestuur sodat ons tyd nie met ons wegvlug nie. Wat bedoel ek? Ons moet meer tyd neem om ons tyd; ons dag, week en maand te beplan. Ons moet minder tyd bestee aan dit wat nie waarde toevoeg nie, en gefokus bly op dit wat werklik saak maak. Ons moet met meer omsigtigheid ander mense se tyd in beslag neem en deurgaans poog om ingeligte besluite binne tyd te neem. Laastens moet ons ons tyd beter bestuur om die balans te handhaaf tussen besigheid en familie. Dit is immers waarvoor ons verantwoordbaar is.

Dankie vir julle tyd om die skrywe te lees. Ek vertrou dat die tyd hieraan spandeer vir jou van waarde sal wees en wens elkeen voorspoed toe in die tyd wat vir Hinterland voorlê.

Hinterland groete,

Daan



Soutkorrels

met Johan Schoeman



Matt 5:13

Van Pitkos na Soutkorrels...

Jesus se vergelyking het ‘n dieper betekenis as wat ons besef, want suwer sout het baie kwaliteite wat direk in lyn is met ware Jesus-volgelinge se lewe! Stap saam en sien wat ek bedoel. Sout was in die antieke tyd so waardevol geag dat dit gram-vir-gram vir goud geruil is. Vandag is sout in vergelyking met goud byna niks werd nie.

Soms wonder ek, is dit nie wat ook met die Christendom gebeur het nie? Is ons as Christene, ons gewig gram-vir-gram in goud werd vir God se saak, of het ons, die “sout van die aarde” goedkoop, waardeloos en futloos geword? **Leef ons as gelowiges vandag nog regtig die waarde uit wat Jesus in sout gesien het?**

Suwer sout is wit en bederfwerend. Dit is ‘n simbool van reinheid, getrouwheid en standhoudenheid, kernwaardes van ‘n Jesus-volgeling se lewe! Sout verloor “homself” wanneer dit gebruik word want dit word deel van die produk waarin dit gebruik word, vir Jesus-volgelinge gaan dit ook nooit oor hulself nie!

Sout is ‘n aktiewe bestanddeel; **dit werk!** Vryf bietjie sout in ‘n wond en voel hoe dit brand. Dit is sout wat aan die werk is! Ware Jesus-volgelinge is ook aktief aan die werk, hulle skyn altyd God se Lig, want God se Lig is in hulle! Ware Jesus-volgelinge is ook morele en sedelike kompasse wat ontsmet en bederf teenwerk. Hulle gee smaak en soos sout maak hul mense dors vir die lewende water van die blye boodskap van verlossing! Ware Jesus-volgelinge is inderdaad hul gewig in goud werd, nes Jesus bedoel het!

‘n Wêreld sonder sout sal ‘n smaaklose plek wees, netso sal ‘n wêreld sonder ware Jesus-volgelinge wat aktief aan die werk is, ook ‘n hooplose plek wees!

Mag **Soutkorrels** jou altyd daaraan herinner en aanspoor om sout te wees soos Jesus bedoel het, om jou gewig in goud werd te wees en aktief betrokke te wees dáár op dié stukkie aarde waar Hy jou geplaas het.

Soutkorrels
– Jesus sê in
Matteus 5:13:
**“dat jy en ek,
ja elkeen wat
hier lees, sout
vir die aarde,
.....en die lig
vir die wêrld
is....”**



Retail tales

7 Ways To Transform Retail Store Displays Into Sales

THERE ARE A LOT OF WAYS IN WHICH YOUR RETAIL STORE DISPLAYS CAN BE YOUR SILENT SALESPERSON. THE TRICK IS TO MAKE SURE YOUR DISPLAYS INCLUDE SOME OF THE BASICS, WHICH INCLUDE:

1 Change your displays monthly

You've got to keep your customers guessing – a little, anyway. Every couple of weeks move displays around to keep them from getting stale – and certainly move them when new merchandise comes in. Since the fairly new products will still be selling, switch your displays two weeks after their arrival. Move one display from the front to the middle of the store and another display from the middle to the back.

2 Try a little tenderness

In merchandising, as in life, the best things are the things you want, not what you need. So give your customer that as well. Put the fanciest, newest, most expensive, dream-worthy items in the most prominent place in your store. Be sure to have several levels of height and enough products so that the customer can pick up and touch these desired items without having to totally dismantle your beautiful display.

3 Never, never, never, EVER build a monochromatic display

Generally speaking, group items by product use or two or three colours – you're looking for the one thing that makes it a group. Unless you run a grocery store, your grouping shouldn't be entirely made up of one product. That's warehousing, not merchandising. You can create a display by product sue, such as all items related to brewing and drinking tea, for example. Or display by colour but make sure you use another strong colour to pop out against the one. Think white and red or red and

black. Avoid monochrome displays because, although possibly chic, the human eye quickly gets the point and moves on – frequently without buying.

4 Don't ever put up a sign that says DO NOT TOUCH

Don't even do that in a glass store! Why? Because you might as well be putting up a sign that says DO NOT BUY. Displays are supposed to get messed up. Think of your displays like you think of your kitchen table – nobody's eating if there are never any crumbs. Don't fear customer interaction with your goods; just make sure to straighten up constantly.

5 Trust in lagniappes

Lagniappe – pronounced lon-yop – is the New Orleans term for "little surprise." A merchandising lagniappe would be a totally unrelated item used as a fun prop, such as a soup bowl with a sweater collection, or a stuffed animal with your kitchenware display. While adding a prop to every display is overkill, the possibilities should always be in the back of your mind.

6 Light up your display like it's a meteor shower

You'll probably have to adjust overhead lighting to do this. But if you have a particularly dark display with no way to highlight it from above, consider moving it to an existing light source or light from below with small portable spot lights. Remember, proper lighting can make your merchandise seem wondrous.

7 Put tags on everything

You know how much you hate asking how much something is? Your customers are just like you, so make sure all of your stock is priced. No one wants to have to ask a clerk how much something costs.

In Summary

Visually merchandising your retail store correctly allows your merchandise to silently sell to every customer who walks past.
www.retaildoc.com

VERHEF JOU STEM teen onetiese gedrag

*etiese
notas*

Onetiese aktiwiteite is nie net laakkbaar nie, dit het ook 'n direkte negatiewe impak op die maatskappy se winslyn. Ons het almal 'n verantwoordelikheid om eties op te tree, uit 'n persoonlike sowel as 'n maatskappyperspektief. Hinterland het 'n vertroulike bedroglyn beskikbaar gestel waarop personeel onetiese gedrag kan rapporteer: **080 464 7800**. Gebruik dit soos volg:

Blaas die fluitjie

Die meeste mense verkies om nie betrokke te raak nie, omdat hulle bang is dat hulle geviktimiseer sal word. Dit verg moed om onreëlmatighede te rapporteer en ongelukkig het dit sekere gevolge. Die besluit om onreëlmatighede te rapporteer is egter nie net 'n verantwoordelikheid nie, maar 'n wetlike plig. As "Fluitjieblaas" egter op die korrekte wyse gedoen word, is daar niks te vrees nie en is dit 'n geleentheid om 'n verskil te maak.

Wat beteken dit om die fluitjie te blaas?

Fluitjieblaas is die rapportering van enige verdagte, onreëlmatige gebeurtenis. Dit is nie nodig dat iets fisies moet gebeur nie. Die blote feit dat dit kán plaasvind is genoeg rede om te rapporteer. Mense is geneig om te dink dat 'n saak nie belangrik genoeg is om te rapporteer nie - die inligting kan egter help om 'n ander saak op te los.

Hoekom behoort ek die fluitjie te blaas?

Werknemers is nie net in terme van maatskappyeleid verplig om onreëlmatighede te rapporteer nie, maar het ook 'n wetlike verpligting in terme van die POCA ("Prevention of Organised Crime") en PRECCA (Prevention and Combating of Corrupt Activities") Wette om alle onreëlmatighede te rapporteer. In terme van dié wette word groot boetes gehef vir versuim om misdaad te rapporteer.

Word ek beskerm?

Die Protected Disclosures Act, 26 of 2000, herdoop as die Fluitjieblasewet, maak voorsiening vir werknekmers om onwettige of onreëlmatige optrede deur werknekmers en medewerknekmers te rapporteer, terwyl dit beskerming bied vir werknekmers wat te goeder trou die fluitjie blaas. 'n "Fluitjieblaser" word beskerm teen enige vorm van diskriminasie of arbeidsaksies deur die maatskappy.

Kan ek anoniem bly?

Insidente kan anoniem deur 'n "Bedroglyn" gerapporteer word.

Inligting wat nodig is wanneer ek 'n incident rapporteer

Die volgende inligting is belangrik:

- 1 Wanneer het die incident plaasgevind?
- 2 Waar het dit plaasgevind?
- 3 Wie is betrokke?
- 4 Word meer insidente vermoed?
- 5 Is ek gewillig om betrokke te raak/te getuig indien nodig?

Werk saam om misdaad te rapporteer! Skakel die Bedroglyn nou by 080 464 7800 om onetiese optrede te rapporteer.



Hinterland is 'n treffer by Bloemskou

Die Hinterland stalletjie het die toekenning as die beste landboustalletjie ontvang by die Bloemskou wat van 27 April tot 7 Mei plaasgevind het. Die Hinterland Bloem-span het die vlag hoog laat wapper en die organiseerders van die skou beïndruk. Die kriteria vir die toekenning het sigbaarheid, vloei van beweging deur die stalletjie en toegang tot inligting ingesluit.

Drico van Wyk, 'n rakpakter, het boonop nog 'n toekenning vir die Bloem-span ingepalm. Hy het weggestap met 'n lekker prys van R10 000 vir sy deelname aan die skou se talentkompetisie. Die 27-jarige Drico (Frederico), wat vir die afgelope drie en 'n half jaar al deel van Hinterland Bloem is, het gesê dat hy gedurende 'n breek die talentkompetisie gewaar het. "Ek het nie geweet dat daar 'n talentkompetisie is nie, maar toe ek dit sien het ek gedink, ag wat kan ek verloor, kom ek gee dit 'n go."

Drico het die liedjie *Mary Did you Know* van Céelo Green gesing, wat hom tot die finale rondte laat deurdring het, waar hy teen 15 ander gekompeteer het. Sy weergawe van Beyoncé se *Ave Maria* het die top prys van R10 000 aan hom besorg. "Ek sal die geld gebruik om my vrou te bederf," het hy met 'n groot glimlag gesê.
Welgedaan Drico!



Bothaville Branch Goes to the Dogs



About 200 Bothaville dog owners took advantage of the Hinterland Branch in Bothaville's recent dip and inject day by bringing their best friends in for a free tick and flea repellent dip and a vaccination. The event was co-hosted by the local SPCA.

Nuus VAN ONS TAKKE



Hinterland lê aan by Hoopstad Hoërskool

Almal weet dat wanneer dit byakkraat skiet kom, die toestand van jou toerusting van die uiterste belang is. Dit is waarom Hinterland in Hoopstad groot vreugde daaruit geput het om Hoopstad Hoërskool by te staan deur vier splinternuwe CZ windbukse aan die skool se skietspan te skenk.

Hoopstad Verhoudingsbestuurder, Johan Terblanche, sê dat die skietspan se toerusting in 'n swak toestand was. "Die toestand van die toerusting was nie goed nie, die gewere was ge-

hawend en opgebruik en sommiges was stukkend. Die gedagte met die skenking is ook om die kinders aan te moedig om hul akademiese prestasie te verbeter, aangesien die ontvangers van die windbukse se akademiese prestasie beter moet wees as die vorige kwartaal," sê Johan.

Die span het ook agt geweersake ontvang. Hinterland BD, Daan Bronkhorst, het die gewere saam met Hoopstad Takbestuurder, Jaco van Graan en Johan Terblanche, op 24 Februarie vanjaar oorhandig.



GRADE 2 LEARNERS COME FOR A VISIT

Wesselsbron branch was host to a bunch of grade 2 learners from the Sandveld Primary school in the area recently. Branch Manager Johnny Bezuidenhout took the youngsters through all the aspects of the business from retail to whole goods and mechanisation. "It was a privilege to be able to host the kids and hopefully we were able to make an impression on their young minds about what our business is about, which could in-turn inspire them to great things," said Johnny



HINTERLAND weer betrokke by Mieliemyl

OP 18 FEBRUARIE 2017 het Hartbeesfontein weer die jaarlikse Mieliemyl aangebied. Dit is 'n inisiatief van die NG Kerk van Hartbeesfontein. Hinterland was weer, soos elke jaar, betrokke op alle vlakke. Van ons personeel het gehelp met datasortering, het opgetree as beampies en het ook die grootste waterpunt van die dag beman. Hierdie fietswedren word elke jaar groter en mense kom van heinde en ver om deel te neem.



Its goodbye, but not farewell for Elaine, after 20 years

Elizma Vergottini, Jenita Jooste, Alda Pieterse (agter), Elzabe McDulling (voor), Elaine Lubbe, Annelize Boonzaaijer and Amanda van den Berg recently bid goodbye to Stock Planner Elaine Lubbe at head office after 20 years with Senwes and Hinterland. Elaine started at the Bloemfontein branch in 1996 and moved to head office 6 years ago. She would like to thank everyone who knows her for their impact and influence in her career. "I got on well with everyone," she says. Elaine has accepted a position at Antrovet and she says she still has regular interaction with the branches in her new role as merchandising rep.

Nuus VAN ONS TAKKE

Clarens



Golf days

Hinterland hosted two supplier golf days, one at Middelburg and one in picturesque Clarens. Manager Input Supply, Kevin Smit says these golf days are not just about having fun. "Our customer golf days are vitally important to cement and foster existing and new relationships with our customers. Retail is all about relationships, as we know, and golf is a great way to maintain business relationships. A big thank you to Marlene Momberg for organising everything."

Middelburg



Bothaville Expo a huge success

ALL ROADS LED to Bothaville on the day when the branch had its first annual expo recently. Various suppliers and customers hosted stalls to exhibit their products and brands. A few wrestlers were part of the entertainment on the day. Branch manager Marius van Wyk said the event was a huge success: "Together with the Black Friday event the day

before, I would estimate that we had well over 1000 pairs of feet through our doors. I need to give special thanks to our suppliers who made it all possible as well as our staff who were amazing in their work effort and passion. There will definitely be another expo this year with one or two changes and even a surprise or two," says Marius.

FarmCity co-sponsors Hoërskool Akasia Games

THE FARMCITY BANNER flew high and strong at a recently held event at Hoërskool Akasia. Learners at the school had to do battle against other schools in the area to determine the school with the best spirit in the annual "Skool met die Beste Gees" competition, which is hosted by local community radio station Groot FM. The learners had to navigate a series of obstacles; one of them included dressing up of mannequins.



Hinterland ondersteun Hooidagskou

Hinterland Balfour het weereens die jaarlikse Hooidagskou, wat op 18 Januarie vanjaar op die plaas Palmietfontein gehou is, ondersteun. Sowat 450 produsente en landbouentoesiaste het die skou, wat deur die Balfour Boere-unie gehou word en bewusmaking van landbou in die gemeenskap ten doel het, bygewoon.

Balfour takbestuurder, Hennie Kemp,

sê dat Hinterland trots is om deel van hierdie belangrike gebeurtenis te wees. "Die skou het in statuur gegroei oor die afgelope ses jaar. Sowat 40 produsente het oorspronklik bymekaar gekom om hul besigheid te bespreek en vandag kom geniet meer as 400 mense die dag."

Hinterland het die ingang na die skou geborg met baniere en die tak het ook hul eie uitstalling beman.



Van links na regs: Hennie Kemp, Sonet du Plessis. Riaan van der Merwe, Cecil van der Berg.



Pasop Tiger, RJ is op jou spoor

RJ, DIE SEWEJARIGE seun van Lidia Kinnear, assistent-takbestuurder in Standerton, speel gholf al vandat hy drie jaar oud is. In 2016 het RJ in Graad 1 die Hoëveld Bondespan vir die laerskool gehaal.

RJ het ook aan die SA Kids gholf-toernooi deelgeneem en tweede plek behaal in sy ouderdomsgroep. Hy het gekwalifiseer vir die Kids Golf World Championship in Maleisië, asook Australië en Europa. Hy het tans 'n PGA-goedgekeurde afrigter, Edwin Compton. Hoewel hy slegs 7 jaar oud is, speel RJ vanjaar al vir die Mpumalanga Foundation 0/13 span.



Wilanie is Little Miss World SA 2017

JANINE VAN STADEN, Bedryfsrekenmeester by hoofkantoor se dogter Wilanie is as Little Miss World SA 2017 gekroon is. Wilanie het op 2 Februarie 2017 deelgeneem aan die Little Miss World SA Pageant wat by die OR Thambo Protea Hotel gehou is. Sy het in die kategorie 10-11 jaar weggestap met die titel en is ook genooi om in Mei 2017 Suid-Afrika te verteenwoordig in Turkye vir die Nasionale Little Miss World Titel.

Volgens Janine word hulle geleer om terug te gee aan die gemeenskap en te deel met ander. Dit is 'n werkstittel, wat beteken sy moet vir die 11maande as Little Miss World SA elke maand 'n liefdadigheidsprojek doen. Sy het reeds twee projekte afgehandel. Ons hou vir jou duim vas Wilanie!



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Questions with...

Willem Meyer

1. What do you do at Hinterland?

I am a jack of all trades. From sales to ordering, from managing to saving the day to keeping our beloved customers happy at the Carolina branch!

2. What's the best and the worst about your job?

The best thing about my job is that there is always a new challenge and new people to meet. The worst thing is not being able to leave work early.

3. Where were you born?

Right here in misty Carolina.

4. Your dream holiday destination if money wasn't an issue?

I'd say that Europe would be my choice, from the Mediterranean Ocean on a cruise liner to the secluded corners of Sweden to play in the snow.

5. What is your favourite food?

A great tasting spare rib always wins my heart.

6. Your most embarrassing moment?

Continuously stepping on my prom date's toes on the dance floor.

7. You are ruler of the universe for a day. What would you change?

Change the world economy so that everyone would have enough.

8. Elon Musk called you up inviting you to be part of a human colony on Mars, would you go?

There is no way that I would leave this green eden for a desolate and deserted far-off world. I'd come back faster than I went, missing this spectacular world.

9. Who is your celebrity crush?

Jennifer Lawrence

10. Complete the sentence... women would be even better if they...

Agreed with us men on everything...

11. Which historical figure would you like to have dinner with and what would you ask or say to him/her?

Christopher Columbus. I would ask him what made him such a successful discoverer and where he got the guts to take on such a big adventure not knowing whether he would ever return home.

12. What's the first thing you'd do if you won the lotto?

Buy a coastal home and start my own business.

13. Hinterland would be a better company if...

If we had an entertainment or social area for lunch times.

14. Red or white, Scotch or brandy, beer or cider?

Brandy, definitely brandy.

15. Your favourite band or musician?

United Pursuit.

16. What's your favourite movie of all time?

Passengers. I chose this movie because no matter how far we go, we will always stand in awe of the wonders of the LORD.

17. Carolina is cool because...

It is the quiet life with a braai!

18. My most crazy idea for drought relief is...

Create water from thin air by combining oxygen and hydrogen and distribute it to the country's various outlets.

19. If you were not doing the job you're doing now, what would you rather be doing?

I would be running my own business.

20. You are sentenced to a year on a deserted island and can take only two things...

A drill rig and some seeds...

