

## **Forthcoming one-price pricing system to improve customer service**

Agra is currently formulating a one-price pricing system which will be implemented in all branches countrywide shortly.

The primary motivation for the implementation of this system is to shift from the current administration intensive dual pricing system to a more user friendly and client oriented single pricing system. This will ensure that branch personnel will have more time available to provide improved customer service.

The main principle on which the system is founded is that Agra will replace the dual prices, namely the cash price and account price currently tagged on our products, with a single price.

In this process, Agra will also move away from physical price tags, currently on all products, to computer generated price indicators which will appear in plastic sleeves on all product shelves.

These improvements are based on the technology driven trend by virtually all Namibian retailers to expedite service. The greatest advantages of the pricing system change include amongst others:

1. Improved product price indication to clients;
2. Uniform pricing communication to clients;
3. The guarantee that products and promotion items will be correctly priced;
4. Improved client service through computerised pricing of all products;
5. Improved productivity of personnel who are no longer required to physically tag products and can quickly implement price changes.

Pursuant to implementation of the one-price system, members will be able to receive discounts on cash purchases made – an advantage that is solely available to Agra members. The general bargaining power of customers in terms of bulk purchases will be retained under the new system.

In striving to ensure the successful implementation of this system, Agra provides its assurance that shelf prices will at all times be the current prices.

The next issue of the “Ring” will focus on the functioning of the proposed one-price pricing system.

Please do not hesitate to contact Agra’s Marketing Manager, Janet von Wielligh, at (061) 290 9264 in case of further queries.

## **Agra Information Day exceeds all expectations**

The Agra Information Day held on 11<sup>th</sup> June at Omatjenne Research Station, met all expectations and can be labelled a resounding success. No effort was spared by Agra's Otjiwarongo branch and Omatjenne personnel in organising the event and ensuring its success.

The success of such an event is usually measured in terms of the interest displayed and the attendance of members from the area. The attendance of more than 100 guests certainly made this the most successful information day held by Agra to date. More than 15 exhibitors and two guest speakers from South Africa and Botswana provided valuable information for guests.

The programme for the day provided for both men and women. While men were briefed on Meatco marketing, the benefits of lick supplements, production and reproduction, SABS standards for poles and droppers and breeding strategies, women enjoyed informational talks on gardening and the use of minerals and vitamins. Demonstrations on sour dough baking, card design, glass painting and Aloe Ferox were made by ladies from the region.

Peter Kazmaier, CEO of Agra, provided a statistical overview of the co-operative's activities and future focus.

Willem Moore addressed the topic "2003 – Crisis or Challenge?" By indicating the inherent logic of applying philosopher Imanuel Kant's universal, constant and non negotiable principles, Mr. Moore was able to place the agricultural context into perspective.

Jeanne Lowe took guests on a guided tour of Agra's web site and illustrated the wealth of information that can be sourced with the click of a button.

Omatjenne's Wolfie von Wielligh put the knowledge of the farmers to the test with a field rally. Several farmers rose to the challenge and astounded with their extensive knowledge of not only agriculture, but also their environment. With a mouth-watering side of beef sizzling over hot coals, the evening was enjoyed by all.

The personnel of Otjiwarongo branch, under the leadership of Mariaan Jansen van Vuuren, deserve praise for organising the exceptional event. A special word of thanks is extended to Wolfie von Wielligh for the use of Omatjenne and his ceaseless efforts without which the day would not have been such a success.