



DARKCHILD

RETAIL

A division of Darkchild Projects

“Turning Shelf space into Sales Space”

What's Inside

A structured guide to our capability, services, technology platforms, partnerships and proof of impact across South Africa's retail landscape.



About Us

- **National footprint:** We are a national sales, merchandising and retail activation division built to defend and grow brands at the shelf, where buying decisions are made and sales are won or lost.
- **People, Technology, Purpose:** Our approach blends people, technology and purposeful execution to deliver measurable ROI.
- **Backed by Darkchild Projects:** As part of Darkchild Projects, a proudly black-owned and operated Level 1 BBBEE contributor, Darkchild Retail draws on 20+ years of industry expertise and a nationwide operational footprint across South Africa's FMCG and Lifestyle sectors.
- **What we do today:** Our footprint spans Retail Merchandising, Field Marketing, and Independent Market Intelligence, including our technology-enabled Market Intelligence & Retail Execution Monitoring programme TradeScope IQ™ for KT&G South Africa.
- **Our ethos:** Start where it matters, at the shelf.



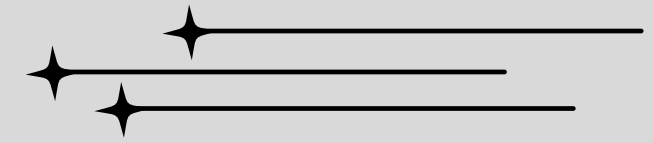
Preamble

In today's retail environment, brands face recurring challenges:



Our promise: DarkChild Retail transforms these pain points into opportunities, ensuring your brand isn't just present at shelf but actively performing.

Pain Points vs Our Solution



In today's retail environment, many brands face the same challenges:

Inconsistent in-store execution that weakens brand visibility.

- 80:20 execution model (**80% syndicated: 20% dedicated**) i.e. have dedicated Brand Champions across 20% of the stores (perfect store execution in major retailers - Brand Champion + Merchandiser to ensure a perfect store everyday)

Stock-outs & poor replenishment the biggest cause of lost sales in trade

- Perfect store execution in major, volume-driving stores is central to preventing lost sales

POS materials failing:

- because they're not delivered, not installed, or poorly executed. We offer a service where we can procure/produce POS internally through our 3rd party partners and do deliveries to stores for prompt execution and POS replacement when necessary.

Slow or unreliable reporting:

- that delays decision-making. We have our own in- house developed App that is able to create customised reports with red alerts for immediate reporting and request for actionable and immediate intervention.

Syndicated field models:

- This Model dilutes focus and compromise ROI. Our 80:20 Execution Model addresses this by putting more focus on high value stores.

Limited penetration of informal trade:

- We pride ourselves in taking on challenges in building brands and increasing sales in traditional trade.

Malicious compliance:

- activities are done to "tick the box," not to drive intended outcomes. Our Brand Champions are recruited based on a strict criteria that speaks to educated, well spoken and highly skilled personnel with integrity, good work ethic and values. This is reciprocated by renumerating them fairly PLUS offer a target based incentive system that rewards high performance

Weak shopper engagement:

- ShelfDefenders Scan2Earn™ — gamified consumer activation directly from the shelf.



Our Services

Powered by People & Technology:

trained Brand Champions are recruited, managed and measured for excellence, with a proprietary app giving clients full visibility of executions live, in-store and on demand.



1

Product

- On-shelf availability checks
- Stock rotation (FIFO)
- Range & planogram compliance
- Out-of-stock alerts



2

Price

- Shelf-edge price audits
- Competitor price benchmarking
- Promotional price verification
- Real-time price-alert escalation



3

Place

- Planogram compliance
- Share-of-shelf optimisation
- Secondary display placement
- Store layout recommendations



4

Promotion

- Nationwide campaign rollouts
- POS installation & compliance
- In-store activations & sampling
- Promotional compliance tracking



5

People

- Recruitment & training of Brand Champions
- Ongoing coaching & performance management
- Customer & store relationship building
- Incentive-driven retention

Field Marketing Services

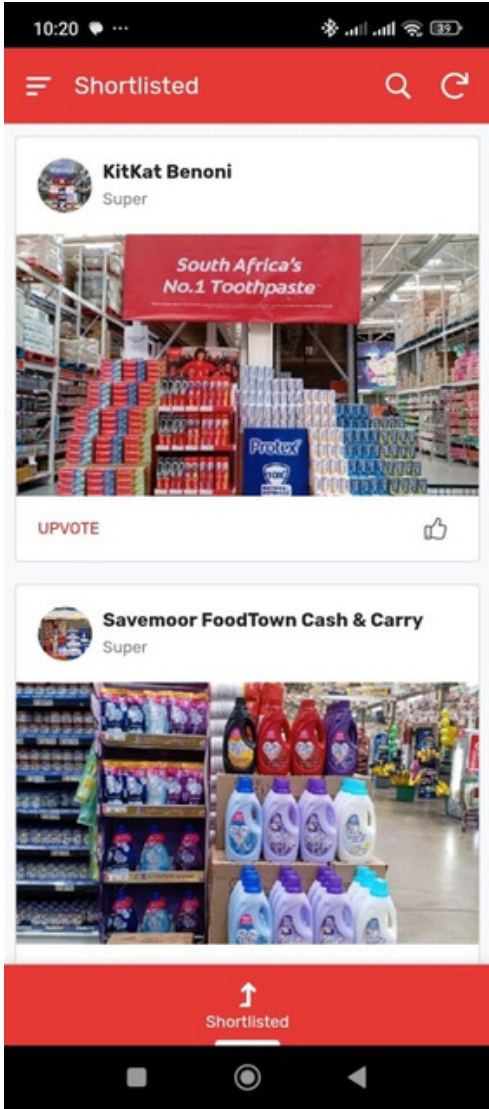
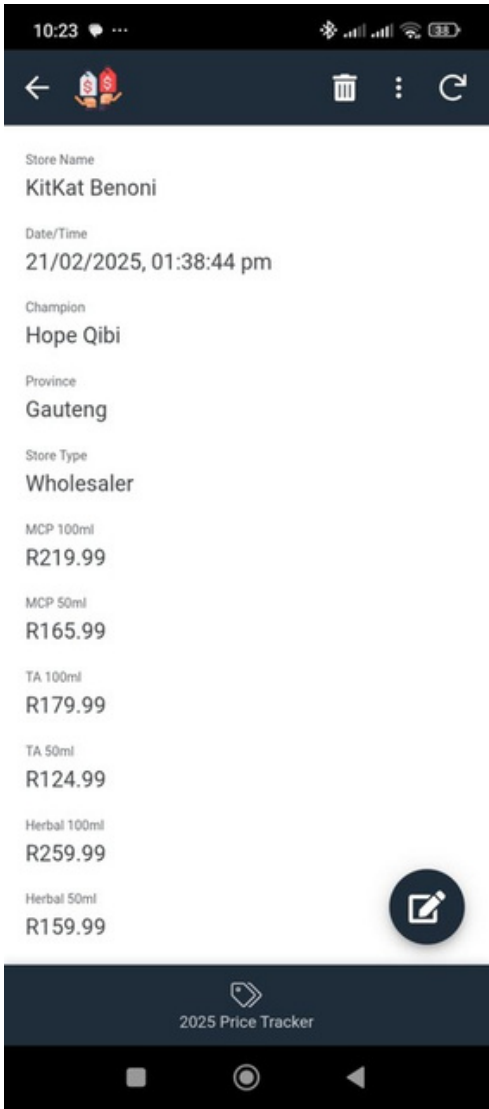
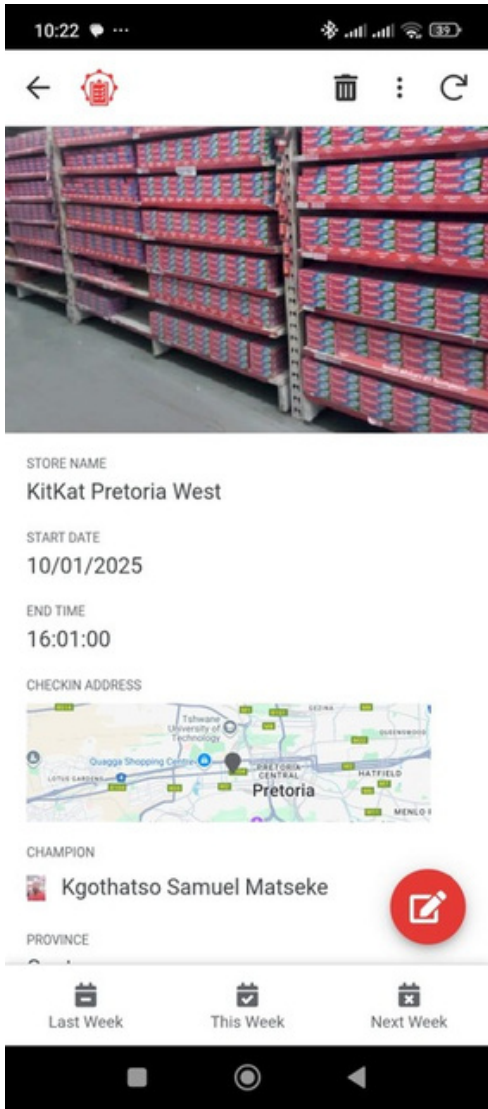
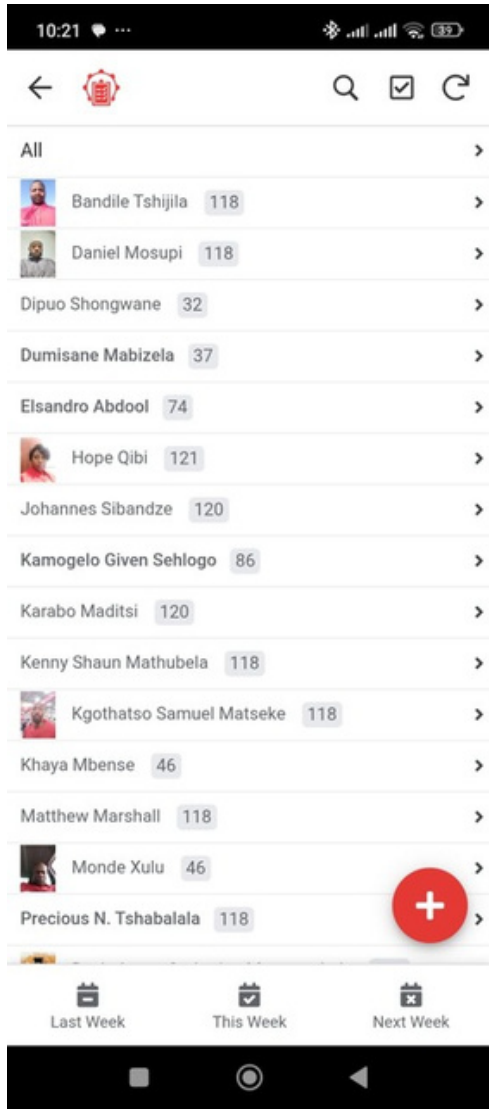
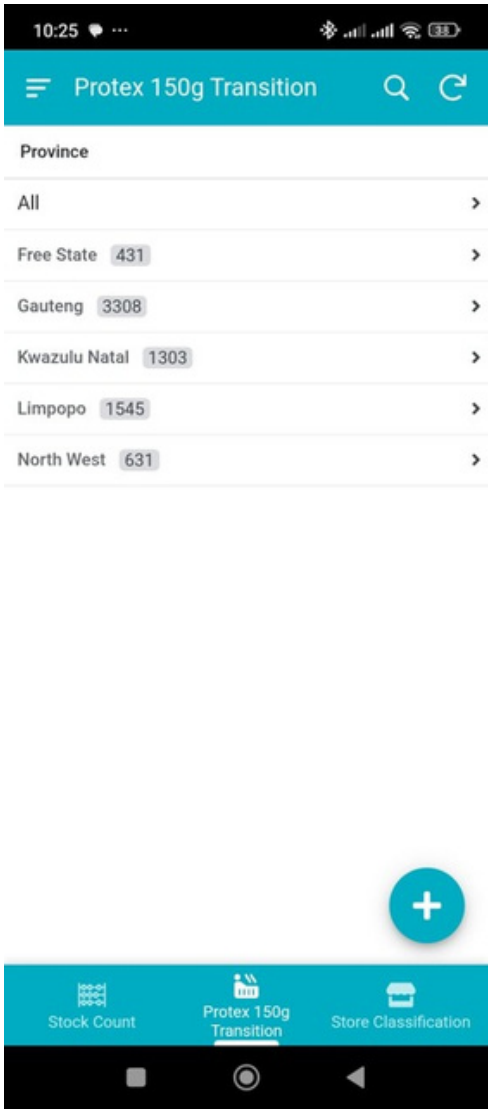
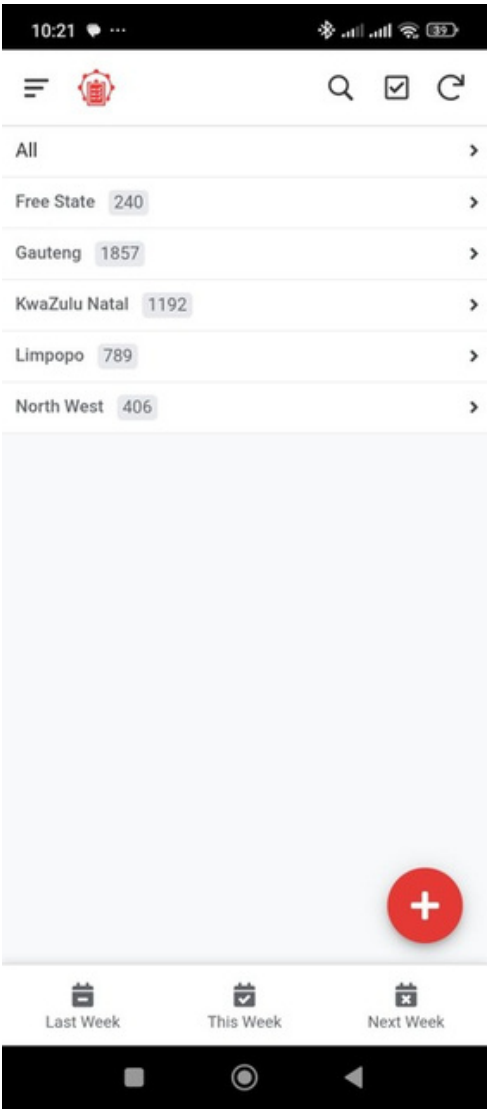
Recruitment • Training • Management • Monitoring • Measurement

- **Recruitment:** We source and select quality, presentable candidates aligned to client needs.
 - **Training:** Brand-specific induction and ongoing upskilling to ensure compliance and excellence.
 - **Management:** Structured supervision and performance monitoring to drive KPIs.
 - **Monitoring:** Real-time tracking of field activity through our proprietary in-house app.
 - **Measurement:** Data-driven reporting of execution, coverage, strike rates and competitor insights.
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- **The Edge**
 - TradeScope IQ™ our In-house developed, customisable technology
 - Remote management of field teams nationwide
 - Instant data capture and insights
 - Integration with ShelfDefenders Scan2Earn™ for consumer-level feedback loops



Field Execution Technology

- 1 Monitoring
- 2 Stock changes
- 3 Management
- 4 Shelf Audits
- 5 Price Checker
- 6 POS Activity



Result: Smarter field execution, better accountability and measurable sales impact.

Market Intelligence & Business Intelligence

Independent, technology-enabled intelligence that turns retail activity into commercial decisions.

- Independent Market Research
- Retail Execution Audits
- Distributor & Channel Analytics
- Competitor Benchmarking
- Custom Dashboards & Reporting
- Strategic Business Insights



Flagship Partnership: KT&G

In 2026, KT&G South Africa appointed Darkchild Retail as its independent Market Intelligence & Retail Execution Monitoring partner, a relationship built on trust in our people, our technology and our objectivity.

What this partnership means

- Independent, unbiased market intelligence that supports KT&G's commercial decision-making.
- Objective retail execution monitoring across our national field network.
- A relationship that continues to grow in scope and strategic importance.

Why it matters

- Independent & objective — our findings inform decisions without fear or favour.
- Technology-enabled — powered by our proprietary intelligence platform.
- A model for the future — the template we plan to bring to other brands.

KT&G is now central to our business — an ongoing, growing partnership.



Extended Service Offering

- **POS Manufacturing & Distribution:** Designing, producing & delivering impactful POS materials via our 3rd party partners
- **In-Store Execution:** Full rollout of POS, displays, and promotions, measured against KPIs.
- **Retail Audits & Competitor Insights:** Accurate, timely data capture for better decision-making.
- **Spaza & Informal Trade Media:** Murals, in-spaza boards, and activations in hard-to-reach channels.
- **Sales Support & Order-Taking:** Ensuring consistent availability and preventing lost sales.
- **Events & Brand Activations:** Bringing brands to life beyond the shelf



Our Differentiator



At Darkchild Retail, we don't just fill shelves — we safeguard sales and exceed KPIs.

1. 80:20 Execution Model
2. Quality Recruitment Process, continuous training and HR retention programs
3. Bespoke App to monitor and report according to client's requirement (on the ground insights reporting)
4. Capabilities of integrating a Consumer Engagement tool called **Scan2Earn™**, we connect shelf performance to shopper behaviour and brand loyalty.

What makes us different:

- KPI Achievement with Purpose — no box-ticking; every action is measured against brand goals.
- Time in Outlet = Value — call strike rate, coverage & quality execution giving brands a fair advantage.
- Meaningful Relationships — our staff act as brand ambassadors, providing insights that guide strategy.
- Quality People — well-trained, presentable, fairly remunerated, and retained for consistency.
- Real-time Reporting — digital tools ensure immediate, error-free visibility of execution & competitor activity.
- Bespoke Models — we adapt to client needs, not the other way around.
- Independent & Objective Intelligence — proven through our KT&G market intelligence programme, delivering unbiased insights that inform commercial decisions regardless of outcome.



Proof of Impact

Colgate Palmolive (past engagement)

- Managed R140+ million in annual orders for a global FMCG leader.
- Consistently delivered 100% KPI compliance with purposeful outcomes.

Sales = R140 000 000 +

This track record is what earned us the trust behind our current partnership with KT&G.



KT&G South Africa (Current Flagship)

Independent Market Intelligence & Retail Execution Monitoring Partner

- Appointed in 2026 as KT&G's independent Market Intelligence Partner.
- Delivering objective, technology-enabled retail execution monitoring nationally.
- A fast-growing engagement that reflects real confidence in our people and platform.

KT&G is central to our business.

Sales. Data. Engagement. Loyalty: that's the new ROI equation.



Who We Are

Darkchild Retail is a division of the multidisciplinary Darkchild Projects, offering sales, marketing, field services and market intelligence across South Africa.

- **Established Expertise:** established in 2004, with 20+ years of experience in FMCG, sales, merchandising & brand activations, delivering premium brand activations, events and television production in the Sports, Arts and Culture industry, as well as field marketing services nationwide.
- **Proud black:** owned and operated Level 1 BBBEE contributor.
- **Current Partnership:** KT&G South Africa: independent Market Intelligence & Retail Execution Monitoring Partner (2026–present), now a cornerstone of our business.
- **Track Record:** including Colgate Palmolive, NIKE, SABC, DStv, Multichoice, Mentos, NBA, FIBA, Tiger Brands, and City of Joburg.
- **Nationwide Footprint** — operational presence in all major cities, enabling scalable, multi-location rollouts with a capable team.

Our ethos:

purposeful execution — no box-ticking, only measurable results that protect and grow brands at the shelf.



DARKCHILD



Our Core team



Cabby Magongwa
Founder



Cuba Wills
General Manager



Cleonie Colloppen
Head of Finance

At the heart of Darkchild Retail is a dynamic leadership team that blends vision, operational excellence, financial discipline, and innovation. Cabby, our Founder, brings over two decades of experience in FMCG, marketing, and entrepreneurship, driving the ethos and long-term vision of the business. Cuba, our General Manager, ensures flawless day-to-day execution with a sharp focus on KPIs, client relationships, and field performance. Cleonie, our finance guru, anchors the business with strong financial stewardship, ensuring sustainability and growth. And Lesedi, our in-house app developer, powers our competitive edge by building and evolving the proprietary tech platform that delivers real-time data, insights, and accountability for our clients. Together, this team embodies the passion and expertise that defines Darkchild Retail.



Lesedi Magongwa
IT & System Developer



Sandile Nzimande
National Trade Manager



Let's talk!

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