



A Meridian Group Company

Company Profile
FW Savemart
2017



Savemart

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MISSION

At Savemart we live by the slogan 'Where smart shoppers save', striving to give the Malawian shopper the very best quality at the very best price.

VISION

For Savemart to have a competitively priced and wide-reaching influence on the Malawian retail market.

OVERVIEW

Established in 2017, Savemart is a brand extension of Farmers World Ltd. Taking advantage of the extensive Farmers World footprint, trusted Malawian brand name and purchasing power, Savemart goes beyond a basic commodity offering and fulfils market demand for a more complete range of grocery items in hard to reach rural areas.

Capitalising on competitive pricing and distribution to remote areas, the Savemart brand is targeting fifteen locations for immediate rollout in the 2017/18 season, with many more to come beyond that. The network of stores is an efficient distribution vehicle for the various products in the Meridian stable, including Superfert Fertilizer, Demeter Seed, Power Flour (maize meal), and Thanzi and Cristal salt (produced by Transalt in Malawi), along with a large stable of other trusted Malawian and international brands and products.

KEY PROJECTS

- First store (Area 4, Lilongwe) opened in September 2017.
- Second store (Area 25, Lilongwe) opened in November 2017.

KEY CLIENTS

- Shoppers in LSM 1-4.
- Government departments and donor funded organizations.

EXPANSION

Fifteen locations have been selected for the initial expansion phase.

