



European
Commission

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Nigeria and South Africa – IP Case Study – Retail IP asset commercialisation strategy

Background

A Netherlands-based retail chain has franchise supermarkets in several African countries, selling food products and other consumer goods. The company operates in over 40 countries and serves over 13 million customers every day. While most of its stores are in Europe, they are also found in African countries such as Nigeria and South Africa.

Action undertaken

The company opted for a multi-format retail strategy, including four supermarket formats – depending on store size, layout, location, customer service levels, and pricing. All these arrangements include their respective branding and registered trade marks. This strategy allows the retailer's partners to meet the needs of customers in different markets and locations while building customer loyalty.

In addition, the franchise has created an online training academy, which provides retailers with induction and legislative training, operational excellence, and accredited qualification in retail management.

Lessons learned

The company's success showcases the importance of effective IP due diligence because it ensures brand protection across different markets, enabling expansion into different countries.

Indeed, its multi-format retail strategy, featuring various store types illustrates how an effective IP asset commercialisation strategy can help companies adapt to different markets and customer needs. This flexibility enables the Netherlands-based company to thrive in various locations and environments, demonstrating the adaptability of IP assets.

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