

Bata South Africa embarks on a strategic partnership with South African retail giant, Edgars

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Bata South Africa has entered into a strategic relationship with South African retail giant, Edgars, effective from June 2018. This will see a variety of Bata Brands being housed by Edgars stores nationwide and will explore sales opportunities for both Bata and Edgars.



According to John Harman, Bata South Africa Country Manager, the relationship will benefit both parties in an environment where customers value a quality product at an affordable price. “Edcons most recent financial reports indicate that there is an increasing demand for quality footwear from a reputable brand and Bata offers that, while Bata will benefit from Edgars stores located in high traffic areas.”

Edgars, part of the Edcon group, are the leading retailer of clothing, footwear, textiles, cosmetics, accessories and cellular products in Southern Africa, offering a wide assortment of merchandise for everyone, including both local and international brands. There are currently 203 Edgars stores in South Africa.

Bata’s favourite Brands such as Insolia, Bata Comfit, Men’s Dress Leather, Toughees, Tomy Takkies and Bubblegummers, can be purchased interest free from any Edgars stores on credit.

This move is in line with Bata SA’s long-term restructuring strategy. “Bata needs to remain connected to their customers trends and respond quickly to those trends, that is why we are concentrating on our strengths and exercising the synergies that exist between Bata SA and Edgars, our retail partner,” says Harman.

Bata are currently looking at expanding the range of footwear in Edgars stores and have confirmed that talks are ongoing for more collaboration.

Founded in 1894, Bata is the world’s leading shoemaker by volume, designing stylish and comfortable footwear at

surprisingly affordable prices. Bata is a family-owned business serving more than 1 million consumers a day in our 5,300 stores and producing locally in our 23 Bata-owned manufacturing facilities across five continents. Bata has a proud history in the South African footwear market which spans more than 60 years.

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Since 1894, The Bata Group remains one of the world's leading manufacturers and retailers of quality footwear. Bata South Africa represents one of 70 countries worldwide with a Bata presence.

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