

ACDOCOSA appoints Leanne Pillay as new operational head

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Africa's first shopper-centric Health & Beauty Consumer Packaged Goods (CPG) brand-custodian distributor, ACDOCO South Africa ("[ACDOCOSA](#)"), has appointed Leanne Pillay as Operations Head, spearheading the company's logistics, warehousing, IT, regulatory and infrastructure. This is in line with [ACDOCOSA](#)'s acquisition and expansion plans.



ACDOCOSA's unique shopper-centric operating strategy has meant that the company has evolved beyond the typical warehouse and distributor agent/importer model and as such continues to invest in new systems, technologies, resources and business process re-engineering.

Pillay has been with [ACDOCOSA](#) for seven years and says the typical generic approach of one-size-fits all is archaic and rarely lucrative for all stakeholders. "Aiming to give shoppers the right product, at the right time and in the right place has meant a complete overhaul to our approach of doing more with less."

Pillay continues that [ACDOCOSA](#) is still one of the few companies in its industry that has its own fleet and warehouse. Category and channel focus has bucked the outsource trend and is driving higher in-fill rates, turnaround times, accuracy and overall efficiencies for the brands. What's more, the warehouse has upgraded its systems to world-class standards and will shortly double its capacity. Within the warehouse the operation has a full suite of manipulation services, providing re-sticker for local packaging and retailer compliance, re-shrinking for custom retailer requirements, bundling options and gifting to name a few.

From a backend perspective [ACDOCOSA](#) is in the process of automating most of its reporting and information sharing platforms, covering channelisation and hierarchy, perfect outlet tracking, daily sales reports, various stock reports, a variety of dashboards targeted at different tiers of the operation and principals, volume and value trackers, marketing and trade grids, return on investment trackers for marketing and trade spend, retailer and channel profitability and more. "The aim is to provide real-time and on-demand information for the team and principals in order to make rapid decisions as well as leverage our agility as the landscape continually changes," concludes Pillay.

[ACDOCOSA](#) is looking into acquiring other local operations as well as establish operations and partners in some other African countries. Key to this is the operational strategy as Africa's retail sector aggressively formalises.

Managing Director and Chief Shopper Officer, Jason Frichol, says, "The proliferation of brands, retail consolidation and formalisation makes this a very challenging industry compared to a decade ago. Whilst many are scaling horizontally to try drive efficiencies, we are focusing on getting vertically rich with the aim to not simply be the biggest, but certainly the best. This means that going forward we will continually add value to shoppers, retailers and the brands we represent. Key to this is a consummate and agile operations platform. We are looking forward to Leanne driving our unique approach and strategy."

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