

# Clicks expands to Botswana

The Clicks Group announced on Thursday, 7 July 2011, the opening of its first store in the country. Du Toit Britz, finance executive at Clicks, was in Gaborone's Game City for the launch of Clicks.



"With a track record of over 40 years in retail, we aim to be the first to market with innovative health and beauty products and are proud to add Botswana to the Clicks family," Britz said.

The store will offer a selection of home, health and beauty products, including Clicks private label and exclusive ranges, as well as fragrances and baby care.

## Clicks ClubCard loyalty programme

Other offers include the Clicks ClubCard loyalty programme, which will give Clicks Botswana customers the opportunity to earn ClubCard points and cash back in Pula, and the recently launched Clicks Babyclub for ClubCard members, he said.

Established in 1968 in Cape Town, South Africa, Clicks has a footprint of over 380 stores with 277 in-store dispensaries in South Africa, Namibia, Swaziland, and now, Botswana. The next Clicks store in Botswana will open at BR Mall in October, with a further store opening at the new Airport Junction development early in 2012. It is the company's vision to expand to 500 stores across the Southern African region, each with a dispensary and clinic, within the next five years.