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The two-week cycle is a system we use to sell our clothes in two weeks intervals from introducing new clothes to getting all stock sold out.

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- Mercy Kalibo, Retail Area Manager, DAPP Malawi

The two weeks cycle is a busy and hands-on continuous process. It is a system that we've seen making us increase sales volume and raise more profit within a short period of time.

We have seen our staff being active throughout the cycle because they don't have time to be idle. So it needs people who are hands-on, who are very positive minded, and they know what they're there for, and they know exactly what to do.

We keep on training and monitoring staff around all the shops, making sure that everything is followed. Where they are doing production, all the stock must be sorted and ready for the sales floor. So if the shop managers are not trained to put an eye on it, there can be a total mess.

We make a thorough control checklist: From production, how is the production system performing, is everything recorded? As it goes to the sales floor, is everything recorded? Okay, is production happening in the right way? Is the promotion happening according to plan? Is the shop staff following the systems, which are in place? So the reporting system, the promotion activities, customer service, all this have to be really followed.

You don't say, 'I visited Blantyre yesterday it was OK. So today I can just pass by and greet people'. No, you really need to put yourself at the middle of everything.



HUMANA PEOPLE TO PEOPLE
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