

Tech startups crucial to Pick n Pay's technology strategy

By [Stephen Timm](#)

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South African retail giant, Pick n Pay, has in the last year worked closely with “at least” ten startups on various projects that have been delivered into the business, says the retailer's deputy CEO Richard van Rensburg.



“Tech startups are crucial to Pick n Pay’s technology strategy,” Van Rensburg told Ventureburn in a set of emailed responses. He says over half of the retailer’s spend on innovation is with startups.

“We have recently completed re-platforming all our systems across the group, from in-store point-of-sale (systems) through logistics and distribution, buying, customer loyalty, and finance. Our core business systems are up to date and stable and we now have the space to focus on new areas of innovation,” he said.

The fact that there is a fair amount of start-up funding in Cape Town helps stimulate the industry further, he said.

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