

A Case Study of Aspects in Liquor Sales in Port Elizabeth, South Africa

Rosemary Chimbala-Kalenga and Leah A. Ndimurwimo

*Criminal and Procedural Law Department, Faculty of Law, Nelson Mandela University,
Port Elizabeth, South Africa*

E-mail: rkalenga@mandela.ac.za, leah.ndimurwimo@mandela.ac.za

KEYWORDS Legal Aspects. Liquor Sales. Port Elizabeth. South Africa

ABSTRACT This paper seeks to bring an understanding to the legal challenges faced by the people from previously disadvantaged communities who intend to get involved in the liquor industry as retailers. The ecological theories underpinned the study. A qualitative approach was used to answer to the research questions. One focus group with 10 participants was done and 6 individual interviews were done to collect data. Snowball sampling was used to identify the participants. Data was analyzed through categorizations of the themes that was evident from the interviews. The main finding was that most of the illegal traders were being supplied the merchandise from people who had trading licenses. This paper concludes that illegal retailers should be helped with facilitation of obtaining liquor trading licenses. The paper recommends awareness and advocacy on acquiring trading licenses for those who are interested in trading in the liquor industry.