## Aisle' be there for quicker shopping

Appermarket's store in Wangsa Maju offers cashless self-service checkout counters

TESCO Stores (M) Sdn Bhd opened its 60th store in Tesco Wangsa Walk, Kuala Lumpur.

refail space with a targeted range superstore, spans 2,000sq m of of its popular value-for-money The latest store, Tesco's first

only operated large stores that are 3,000sq m upwards due to Tesco Malaysia chief executive Malaysia's guidelines for foreign launch, "Prior to this, Tesco had officer Paul Ritchie said at the retail operators in the country before it was changed late last

finish their shopping as quickly as find the items that they want and poor and shopping for everyday necessities has become a chore. shown that customers are time-Today, customers would like to "Our market research has

and our prawns priced at RM19.99 "By providing a smaller 2,000sq pricing, such as our halal chicken RM5.99 per kg since August 2016 providing convenience and value per kg since March 2019, we are prices which have remained at for money to customers in this m-superstore with a targeted range and value for money

ministry secretary-general Datuk

Badrul Hisham Mohd.

Also present at the launch were Domestic Trade and Consumer Saifuddin Nasution Ismail and Affairs Minister Datuk Seri

items themselves as they can shop customers to scan their shopping The Scan and Shop app allows debit and credit card payments.

and manage their budget by track-

before going to the self-service

ing the amount in the basket

Internet penetration rate and 64% translates to a higher willingness checkout counters to provide a "Bank Negara Malaysia data mobile penetration rate which shows that Malaysia has 86% for customers to pay through barcode and pay.

as the push towards e-wallet adop-"This offering is in line with the Malaysia a cashless society as well government's aspiration to make ion as outlined in Budget 2020," e-wallet rather than cash.

Saifuddin (in white Hisham (third from from left), Badrul right) and Tesco shirt) launching are Ritchie (fifth Walk. With him Tesco Wangsa employees.

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have received good feedback from less self-service checkout counters said Ritchie, adding that the cash-Saifuddin said the opening of

"Tesco has also made available products which are up to 30% more than 3,000 house brand "This gives consumers the reduce the cost of living. lower than other brands.

with the government's initiative to

the new superstore was in line

also available at Tesco Kepong and Tesco Extra Ampang, with more to option to shop within their budget and at the same time, enjoy quali be rolled out in the near future. The Scan and Shop service is by products," he said.

"We plan to keep expanding in

Malaysia within this format as we country's thriving economy and believe that there is still a lot of growth opportunity given the vibrant marketplace," added

Tesco Wangsa Walk is also 100% from managing inventory to stockwhich employees are taught skills manned by Malaysians, further underlining its commitment to "This is also the first store in. creating employment for Malaysians.

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leagues by providing upskilling opportunities to them," said, "We do not believe in only



The people's paper



## 'Aisle' be there for quicker shopping

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Saifuddin (in white shirt) launching Tesco Wangsa Walk. With him are Ritchie (fifth from left), Badrul Hisham (third from right) and Tesco employees.

TESCO Stores (M) Sdn Bhd opened its 60th store in Tesco Wangsa Walk, Kuala Lumpur.

The latest store, Tesco's first superstore, spans 2,000sq m of retail space with a targeted range of its popular value-for-money offerings.

Tesco Malaysia chief executive officer Paul Ritchie said at the launch, "Prior to this, Tesco had only operated large stores that are 3,000sq m upwards due to Malaysia's guidelines for foreign retail operators in the country before it was changed late last year.

"Our market research has shown that customers are time-poor and shopping for everyday necessities has become a chore. Today, customers would like to find the items that they want and finish their shopping as quickly as possible.

"By providing a smaller 2,000sq m-superstore with a targeted range and value for money pricing, such as our halal chicken prices which have remained at RM5.99 per kg since August 2016 and our prawns priced at RM19.99 per kg since March 2019, we are providing convenience and value for money to customers in this area."

Also present at the launch were Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail and ministry secretary-general Datuk Badrul Hisham Mohd.

In addition to the Scan and Shop application, Tesco Wangsa Walk is also the first store that offers fully cashless self-service checkout counters.

These counters accept seven e-wallet operators namely AliPay, Boost, GoodKredit, Kiple, Mcash, TnG Digital and Vcash, on top of debit and credit card payments.

The Scan and Shop app allows customers to scan their shopping items themselves as they can shop and manage their budget by tracking the amount in the basket, before going to the self-service checkout counters to provide a barcode and pay.

"Bank Negara Malaysia data shows that Malaysia has 86% Internet penetration rate and 64% mobile penetration rate which translates to a higher willingness for customers to pay through e-wallet rather than cash.

"This offering is in line with the government's aspiration to make Malaysia a cashless society as well as the push towards e-wallet adoption as outlined in Budget 2020," said Ritchie, adding that the cashless self-service checkout counters have received good feedback from customers.

Saifuddin said the opening of the new superstore was in line with the government's initiative to reduce the cost of living.

"Tesco has also made available more than 3,000 house brand products which are up to 30% lower than other brands.

"This gives consumers the option to shop within their budget and at the same time, enjoy quality products," he said.

The Scan and Shop service is also available at Tesco Kepong and Tesco Extra Ampang, with more to be rolled out in the near future.

"We plan to keep expanding in Malaysia within this format as we believe that there is still a lot of growth opportunity given the country's thriving economy and vibrant marketplace," added Ritchie.

Tesco Wangsa Walk is also 100% manned by Malaysians, further underlining its commitment to creating employment for Malaysians.

"This is also the first store in which employees are taught skills from managing inventory to stocking shelves.

"We do not believe in only serving the communities we are in but also empowering our colleagues by providing upskilling opportunities to them," said Ritchie.

Read more at https://www.thestar.com.my/metro/metro-news/2019/10/22/aisle-be-there-for-quicker-shopping#sOmfFsstoaXRhSrS.99