

# 'Aisle' be there for quicker shopping

## Hypermarket'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.

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



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

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 AllPay, 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

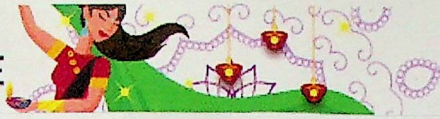
Malaysia within this format as we believe that there is still a lot of growth opportunity given the country's thriving economy and vibrant marketplace," added Ritchie.

Tesco Wangsa Walk is also 100% managed 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.





## 'Aisle' be there for quicker shopping

Metro News

Tuesday, 22 Oct 2019



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>**