

## Hypermart hits rebranding goal

Lotus's Stores Malaysia Sdn Bhd (Lotus's Malaysia) held a national launch at its Ampang store after completing the rebranding of 62 former Tesco stores.

Present was Domestic Trade and Consumer Affairs Minister Datuk Seri Alexander Nanta Linggi.

He was joined by ministry secretary-general Datuk Seri Hasnol Zam Zam Ahmad and Lotus's Malaysia president Kenneth Chuah.

Nanta said the retail and wholesale sector was a significant player in the country's economic recovery, contributing 17% of gross domestic product (GDP) and generating two million jobs in 2021.

"I am informed that to date, Lotus's has more than 9,000 local employees and this is expected to increase with the opening of more branches.

"Based on statistics from **the Statistics Department**, the trade and circulation sector recorded annual sales of RM1.3trillion, a growth of 4%, in 2021 compared to the previous year," added Nanta.

Adapting to consumer needs during the Covid-19 pandemic, Lotus's Malaysia merged its MyLotus's loyalty programme with its online platform.

The new Lotus's app allows customers to shop online more easily and collect points to redeem rewards.

Currently, Lotus's has a Scan & Shop app which has dedicated lanes in stores with faster checkout times.

Besides that, 28 stores come equipped with self-service checkout counters that accept a variety of ewallet payment options.

The retailer also has new cashless vending machines for contactless payment.

Chuah said Lotus's Malaysia would continue efforts to generate clean energy by installing solar PV panels at 12 more stores and one distribution centre under its Phase 2 plans.

With its Phase 1 and 2 plans, the retailer aims to reduce carbon emissions by 14,761 tonnes annually across 27 of its stores.

Lotus's Malaysia's #KitakanJiran initiative has been providing essentials to B40 families and individuals as well as those affected by the floods across the country last December.

In support of small and medium enterprises (SMEs), Chuah said 90% of brands carried by Lotus's were sourced and manufactured locally.

“We take multiple approaches to engage with local suppliers, one of the ways is working with the ministry and its SME programmes.

“We also work with the Agriculture and Food Industries Ministry and SME Corp to engage local players.

“Other registered SMEs can directly contact our purchasing team’s office to partner with us on preferential trade terms.

“As long as the SME’s products are of high quality and affordable, it’s easy to become a Lotus’s partner,” said Chuah.

Lotus’s Malaysia also introduced two new stores earlier this year in Pulai Hartamas, Ipoh, and Bandar Puteri Jaya, Sungai Petani.

“We hope to bring affordability to more local consumers while creating employment opportunities for Malaysians,” added Chuah.

<https://www.thestar.com.my/metro/metro-news/2022/03/15/hypermart-hits-rebranding-goal>