

29 JUL 2000

AMTEK-HARRODS

AMTEK PLANS FOR SECOND HARRODS STORE AT KLCC

SEPANG, July 29 (Bernama) -- Garment manufacturer Amtek Holdings Bhd plans to open the second Harrods store in Malaysia at the Kuala Lumpur City Centre (KLCC) by the first half of next year.

The company would invest about RM1 million to RM1.5 million on the second outlet, its executive director Syed Azmin Syed Noh told reporters after the launching of the first store, Harrods World Signature Shop, by Prime Minister Datuk Seri Dr Mahathir Mohamad at the KL International Airport (KLIA) here today.

Amtek International Sdn Bhd, which a wholly-owned subsidiary of Amtek Holdings, is the exclusive licensee of the famed, London-based Harrods chain of stores worldwide for Malaysia.

Harrods World Signature Shop incorporated the latest concept brought up by Harrods of Knightsbrige to its chain of stores worldwide which combined three-in-one design -- gift, food hall and buffet.

Syed Azmin said Amtek took two years to plan on the Harrods store at the KLIA.

Amtek took over the initiative to bring Harrods to Malaysia after negotiations between Harrods' owner Mohamed Al-Fayed and Malaysia Airports Bhd failed.

"When the negotiations failed, Amtek came in, assessed the situation and scaled down the store size from the initially planned 5,000 sq ft to 1,200 sq ft, which is more manageable," he said.

Amtek invested RM1.2 million to RM1.3 million in the KLIA's Harrods World Signature Shop.

Syed Azmin said the company expected to be "a shade in the red" in the first year Harrods' operation here but hoped to recover its investment between two to three years from now as traffic in the KLIA grows.

Sales has been projected at about RM600,000 to RM1 million a year or some RM80,000 to RM250,00 a month but Amtek expects this to improve and touch the RM1 million mark in the second year of operations.

Harrods at the KLIA has been stocked up with merchandise worth about 100,000 pound sterlings (about RM570,000).

While the products are fully imported, Syed Azmin said Amtek has control over the pricing in order to make the merchandise affordable to the Malaysian public.

Harrods World Signature Shop is at the Contact Pier located between the domestic and international concourse, just after the immigration checkpoint in the main building of the KLIA. -- BERNAMA

RIZ MFJ