

27 DEC 2002

SKYMALL

DR GROUP EYES EXPANDING LANGKAWI'S SKYMALL CONCEPT TO OTHER AIRPORTS

By: Nor Hammad Wariman

LANGKAWI, Dec 27 (Bernama) -- DR Group Holdings Sdn Bhd hopes to expand its "all-under-one-roof" Skymall shopping experience at the Langkawi International Airport here to other airports in the country, says a company official.

Its general manager, Arshad Desa, said this approach would ensure fairer prices and a high quality of products.

In an interview, he said DR Group had invested RM3.5 million to introduce a conducive world-class shopping experience at the Langkawi International Airport.

It had also been offering branded products at reasonable prices by sourcing directly from suppliers.

The Skymall duty-free shopping complex was officially opened by Prime Minister Datuk Seri Dr Mahathir Mohamad on April 2 this year.

DR Group has been offering a "seamless" shopping experience after it took over the services offered by 30 operators of various outlets at the Langkawi International Airport.

Skymall now has 2,090 sq metres (22,488 sq ft) of shopping space selling top-end toiletries, fragrances, leather goods, apparel, chocolates, golf equipment and souvenirs.

DR Group started operations in the 1980s by just selling fragrances from 8.0 sq metres of shopping space at the old Langkawi airport.

When Langkawi was accorded duty-free status, it opened a RM12 million complex at Jetty Point, the marine gateway at the Kuah jetty.

Arshad said DR Goup was in the midst of making improvements to Jetty Point to provide more amenities. -- BERNAMA

NH SHY