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SKYMALL-SHOPPING CENTRE

NEW SHOPPING CENTRE CONCEPT IN LANGKAWI TO ATTRACT MORE TOURISTS

LANGKAWI, April 2 (Bernama) -- DR Group Holdings Sdn Bhd has introduced a new "Under-A-Roof" shopping concept with its Skymall shopping centre here at the Langkawi International Airport.

The company's managing director Datuk Dahlan Rashid said the company had invested more than RM3 million to create a conducive environment at the duty-free Skymall shopping centre with various branded products purchased directly from the suppliers at reasonable prices.

The shopping centre which began operations early this year will be officially opened by Prime Minister Datuk Seri Dr Mahathir Mohamad this Friday, Dahlan told reporters here today.

He said the company had brought together the operations of 30 shops located around the airport under one roof and had created a convenient one-stop centre for shoppers.

The shopping centre consists of an area of 232.25 sq metres alone for shops selling a comprehensive selection of various popular branded perfumes, making it the largest such set-up in the northern area, as well as shops selling a variety of branded chocolates, various designer wear as well as other exclusive branded items not sold elsewhere here.

The products sold at the centre here are a lot more cheaper than in the bigger cities particularly during the non-cheap sales period, Dahlan said.

"I believe this new shopping concept which is a joint-idea with Malaysia Airports Berhad will one day be introduced at the Kuala Lumpur International Airport (KLIA)," he said.

He said the new shopping approach was expected to attract tourists from Japan, Korea and Taiwan to the centre.

This would be also in line with the objective of upgrading Langkawi's image as a tourist destination in the league of other tourist destinations in the region such as Phuket in Thailand, Bali in Indonesia, Singapore and Pulau Pinang and to also compete with those destinations, he said.

Dahlan said that following its agreement with MAB, the company would be also holding several events such as cultural shows, exhibitions, and promotions within the shopping centre to further attract tourists to shop there.

DR Group Holdings first established itself here in the 1980s with a small shopping space, selling only perfume, but when Langkawi gained a duty-free status, the company expanded its business by investing RM12 million to develop the Jetty Point complex in Kuah.

-- BERNAMA

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