

## LuLu Hypermarket opens in Salalah - A Big Step Forward



LuLu, the largest hypermarket chain in the GCC, opened its latest and biggest outlet in Salalah. The new store was inaugurated on Saturday 26 February by H.E. Sheikh Mohammed bin Marhoon Al Ma'amari, the minister of state & governor of Dhofar. The 87th store from the Lulu Group, Lulu Salalah, situated adjacent to the Salalah Airport is built over three levels with a built-up area of about 350,000 square feet. A super structure with modern facilities like an extended food court and children's amusement arcade, several international brands and a mammoth anchor store comprising of the department store and supermarket spread over 250,000 square feet, the outlet is expected to become the shopping destination of choice for the residents of Salalah. The hypermarket will showcase the fresh food section comprising fruit, vegetables, dairy products, meat, fish and hot and cold ready-to-eat food, it also has a huge area dedicated to department store items such as electronics, IT products, home appliances, sports, stationery, furnishings and furniture and fashion brands for ladies, gents and kids. 40 cash counters to ensure hassle free shopping experience for shoppers. The outlet is expected to become the shopping destination of choice for the residents of Salalah. More importantly, the whole mall has been designed with a keen eye for convenience with its easy navigation design and a dedicated 1500-vehicle car park. Salalah Hypermarket will boast of an extensive food court which will nestle some world-class fast-food outlets and fine-dining restaurants. Besides, the hypermarket will also have convenience such as an exchange house, opticians and mobile counters. Families with children will be delighted with the roomy amusement arcade with its many rides, its soft play area and video games. The hypermarket will offer world class shopping and entertainment opportunities that will fulfill the aspirations of Salalah's expanding retail sector. In addition, and in true tradition of Lulu stores across the Gulf, the hypermarket will feature the widest choice of world class brands at the fairest prices and also offers a whole world of shopping with a good selection of brands and product lines under one roof. Lulu's winning formula of value for money quality shopping will be a matter of delight for the residents of Salalah who will cherish the pleasurable shopping experience and the economy it offers.

Dedicating the new mall to the people, Mr. Yusuffali MA, Managing Director, Lulu Group, expressed his extreme happiness over such a great venture and thanked the people of Salalah for the support and patronage extended in making it a reality. "This is a humble gift and I sincerely hope that the

hypermarket will fulfill the aspirations of the people and provide a window to a world class shopping experience,” he said. “Our future endeavor will be to reach out to the people in most of the Wilayats of Oman and our on-going projects in Buraimi, Nizwa and Khasab are a reflection of our commitment to this” he added.

Commenting on the Lulu group's expansion plans, Mr. Yusuffali, Managing Director of Lulu commented: "We will be opening more hypermarkets in both existing as well as new markets in Oman and other GCC countries within the next few months. The roll-out of new stores is an integral element of our “Achieve 100” game plan. Six new stores will raise our tally to 93 and further seven will come on board before the year is over, added Yusuffali.

Lulu is the leading retailer both in Oman and in the GCC with a market share of 35% in the Gulf's retail market accounting for footfalls in excess of 425,000 everyday. The retail brand owns a large chain of hypermarkets across the region in addition to other establishments in diversified areas. Value for money is one major driving force of the business model besides excellent service and great variety in goods. Lulu today is not only a business centre but a home to 26,000 employees across nationalities who work for the group. Lulu Oman has also wholeheartedly taken part in the Omanisation drive by employing over 2500 Nationals in its workforce.

Promotions and offers form a strong mainstay of the Lulu retail strategy. Lulu has ensured that the variety and the surprise factor on the promotions are maintained while customers get the best value for money and quality products. The popular initiative to promote the local products of Omani origin has found favour from across the customer spectrum. From establishing and nurturing local supply chains to encouraging local produce through large scale promotions, it brings to the forefront, the indigenous manufacturers and producers. Lulu has always been the flag bearer of positive change and progressive thinking and fostering the local community thereby ensuring social growth. With the 87th store in Salalah to the forthcoming projects, Lulu is poised for greater growth, accolades and truly a place where the world comes to shop.