



# PPK Malaysia

Malaysia Shopping Malls Association

Persatuan Pengurusan Kompleks Malaysia (PPK)

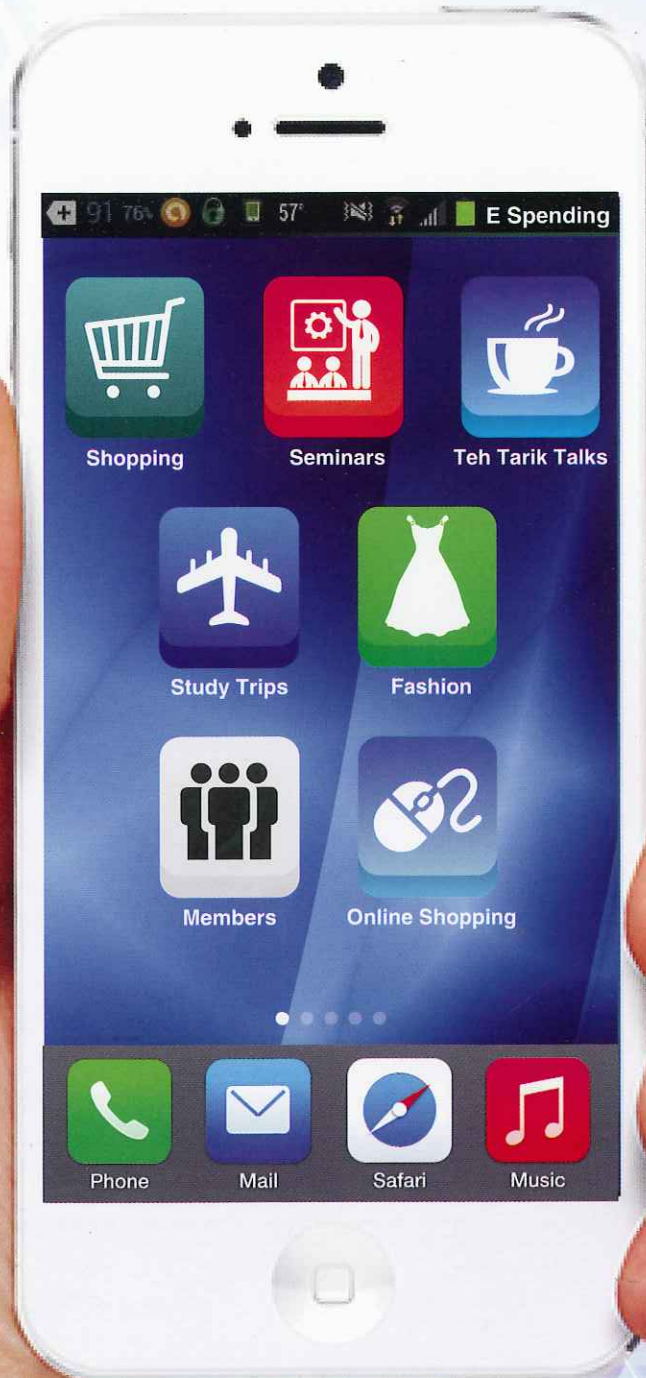
## newsnetwork

- Finding the right niche
- Innovation in motion
- Creative festive decors
- Gen-Yer online shoppers

JANUARY 2016

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Untuk Ahli Sahaja



# E Spending

# PRESIDENT'S MESSAGE



Dear members,

2016 has just taken off, but already many are grappling with a whole gamut of issues affecting our economy - our weak currency, security and safety threats from within and without and even a volatile political scenario, compounded by weak consumers' confidence which has been dented by tight bank liquidity and for many, an uncertain future and a generally weak macro economic condition.

Notwithstanding, several shopping malls have enthusiastically opened within the last 9 months, with some more still in the pipeline and scheduled for opening by 3Q 2016. These malls are all located in the suburbs, the largest being close to 2.3 million sq. ft of lettable area and due for opening by September 2016.

For now, we already have more than 550 malls in the country and with the disconsolate economic outlook and tough retail

environment, these malls will face the old and new challenges mentioned above. It will become more difficult to secure retailers who are being justifiably cautious; for this, malls will have to go the extra mile to create their own unique selling points (USPs) and harness their own pulling power.

These mall owners and management will have to really draw on their creativity and ingenuity and for the existing malls, an added pressure to evolve significantly to attract both retailers and shoppers. Thus for this year, we expect to see more profound changes and even more intense competition as the shopping industry has yet to rise again to meet the challenging market conditions.

As indicated in my article inside this newsletter, we will meet all challenges head on with 'Innovation in Motion'. There is always room for growth and innovation and coupled with the deep pockets of some owners and developers, we will yet progress to another level.

Within PPKM, 2016 will see our 31st Annual General Meeting in March and time again for the election of new office-bearers. The past 2 years has seen the consolidation of our core events over a multitude of projects which had kept the committee and secretariat extremely busy.

Doing what we do best, amongst other projects, PPKM started the year with 'the best ever (study) trip' to Dubai, bringing along all the enthusiastic participants on a whirlwind tour to the 5th most visited city in the world. All in all, participants enjoyed visiting the malls selected for their diverse designs and layout including Dubai Mall, billed as the biggest mall in the world, as well as managing to slip in some time for shopping during the annual Dubai Shopping Festival.

We will continue with our core education and training programmes as new malls continue to come on board, necessitating yet another generation of shopping mall management personnel and practitioners. For those who have been in the industry since shopping took off in Malaysia in the 1970's, and are still going strong, congratulations on your passion and persistence!

The latter part of 2015 and beginning of this year saw festive seasons and public holidays galore and this became a showcase of malls' creativity and new ideas coming to the fore again with their festive decors. Such festive ambience contributed to draw in the shoppers and perk up sales for the retailers. Online shopping has made inroads but even this extent simply cannot compare to being in a mall with the right festive ambience where the actual sights and sounds can contribute to the elements of the festive seasons which includes, shopping, of course!

In these challenging economic conditions, we welcome the government's decision to grant visa free status to tourists from China and we believe this will significantly increase revenue for many, particularly branded goods and food and beverage.

Warmest regards,

**TAN SRI DATUK EDDY CHEN**  
President



## PPK MALAYSIA OFFICE BEARERS 2014 - 2016

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### Guest writer

BY TAN JOON KAI

beyond expectations. Better known as niche malls, they set themselves apart from traditional malls by customising their merchandise mix, marketing promotions and even the building design to appeal to a distinct segment of shoppers.

The most distinctive niche would be merchandise or tenant mix which may comprise a specific retail spectrum like fashion, information technology (IT) products or lifestyle concepts in food and beverage (F&B), art, entertainment and recreation.

The merchandise or tenant mix of a "typical" mall has a fairly equal percentage of mixed stores of fashion, F&B, services, entertainment and many others. But in a niche mall, the specialty trade on which it is focused would cover 60% to 80% of the mall's total area.

In Malaysia, there are more than 550 malls, comprising suburban, regional, super-regional and city-centre malls. Of these, we take a quick look at several niche malls in Greater Kuala Lumpur worthy of mention, non-competing with each other and catering to their individual niche in society.

#### Plaza Low Yat

One of the most prominent and distinctly niche malls is Plaza Low Yat. In 2009, it was conferred the name "Malaysia's Largest IT Lifestyle Mall" by the Malaysia Book of Records.

Located in the Bukit Bintang tourist belt, it would appear that Plaza Low Yat was first essentially conceived to tap and match with the previously successful IT mall of its time, Imbi Plaza.

Internally, each floor specialises in a particular group of IT products and there are almost 500 shops in the seven-storey building.

As IT sales grew significantly from the year 2000, the mall not only fulfilled market demand but has become the market leader and more importantly, it is etched in consumers' mind as "the place" to go to for the latest IT merchandise, newest models, best value offerings (caused by intense competition in the mall) as well as the widest IT-service-related technical support available.

It is hard to match the depth and breadth of its merchandise, and it continues to grow and evolve from strength to strength in its appeal for all things IT.

#### IKEA

IKEA, at Mutiara Damansara, Petaling Jaya, offers one of the largest collections of an affordable range of furniture to select from a single store.

The store is so popular that it is practically filled to maximum capacity every weekend. In fact, the IKEA brand reputation and niche have enabled the company to become the most valuable furniture retailer brand in the world.

This niche is so successfully replicated all over the world that the owner of IKEA is one of the Top Ten richest persons in the world.

With the widest selection of furniture, attractively displayed in planned and designed show sections, as well as its constantly improved design and pricing, IKEA has carved a niche market for itself.

**SPECIALTY** malls are born sometimes through design, sometimes through accident and mostly, out of necessity. This is the necessity to survive, and in the best scenario, such malls even thrive

## Finding the right niche

To differentiate itself from others, a mall may go for a specific range of products, service or lifestyle concept



Plaza Low Yat is the country's largest IT lifestyle mall



IKEA's Kota Damansara outlet is filled to capacity on weekends



For things artsy, Publika in Sri Hartamas, Kuala Lumpur, is the place to be

#### KWC Fashion Mall

KWC, which opened in 2011, stands for Kenanga Wholesale City. As the name clearly states, this mall was planned specifically to specialise in the wholesaling of merchandise where shoppers can obtain fashion wear, accessories, shoes and gifts at wholesale prices. This can be done with only bulk purchases of multiple items, although most shops do sell single items at retail prices which are significantly higher.

KWC is Malaysia's first fashion wholesale mall, sited in the fashion wholesale area of Jalan Kenanga, Kuala Lumpur, which is a jumble of streets full of wholesale shops where retailers go to stock up. With over 800 stores spread across 500,000 sq ft, KWC is inspired by the successful wholesale centres in China, Indonesia, Thailand and South Korea.

#### Central Market

To foreigners, the name of this mall would be intriguing and actually a misnomer as the building saw its birth in 1888 as the Central Market of Kuala Lumpur with all the traditional trappings of a wet market.

We believe it was not originally created as a mall, but when the owners redesigned it, out of necessity, the "Public Art Place" and its theme was conceived, to position itself differently.

There is an open-air square for the mall's marketing and promotion activities. It has organised out-of-the-ordinary events, which include jazz festivals, a regular drum circle, activities to create awareness on environmental issues, and art auctions and exhibitions.

The mall is designed for the young professional crowd and has numerous trendy food joints and rustic cafes together with a boutique supermarket offering selected imported food.

#### Starhill Gallery

Niche malls can also mean all things luxurious. One excellent example is Starhill Gallery which has been around since 1996, the country's most luxurious

**“While offering shoppers standard mall shops, Publika is distinctly creative in its open-plan layout with lots of natural lighting and sculptures placed artfully in the common areas.”**

shopping mall, catering to the well-heeled and with everything focused on luxury.

This mall offers a shopping experience with branded luxury and designer items. The luxury-themed open-plan floor, Shook, designer furniture and numerous luxury boutiques have enabled the mall to reinforce its position.

It also helps that it has complementary five-star hotels in the vicinity. By continuously organising successful niche international events like "The Journey Through Time", or having world-famous opera singers performing, Starhill Gallery has managed to maintain its alluring niche.

We are in an age where consumers have so many options to buy from many retail formats. They encompass online shopping, various small retail formats at petrol stations, convenience stores, neighbourhood centres, hypermarkets, regional malls, mega malls, wet markets, night markets and others.

The questions we need to ask: Which catchment and segment are we trying to attract, is this segment a big enough market? Will the demand for this category of merchandise stand the test of time?

If the answers are all yes, then a well-planned shopping centre that targets the niche very well can enjoy the widest and largest customer reach.

Plaza Low Yat and IKEA can reach out to customers far away and in many cases have become the destination in shoppers' minds whenever they want those particular products.

As market leaders for the various niche examples mentioned earlier, your customer reach may be the whole of Malaysia and that is really powerful.

*Tan Joon Kai is the honorary secretary of the Malaysia Shopping Malls Association (Persatuan Pengurusan Kompleks Malaysia)*



# What's New

## CONCEPT MALL EVOLVE



Evolve Concept Mall, located at Pacific Place in Ara Damansara, Selangor, soft opened on 22 November 2015 with 400,000 sq ft of retail space spread over five floors offering food, fashion, travel and edutainment. Anchor tenant Jaya Grocer's opening day coincided with theirs.

Its other anchor tenants include new concept store Logo Fashion Gallery, which occupies 100,000 sq ft stretched over two floors. H&M, FOS, FoodZine (a food court), and Peninsula Chinese Restaurant, which takes up another 100,000 sq ft of space. Celebrity Fitness is expected to open by the first quarter of 2016.

The mall, with over 3,500 parking bays, is a project by MNH Global Assets Management Sdn Bhd, a subsidiary of Island Circle Development (M) Sdn Bhd. Its developer is Jaks Resources Bhd.

The four-storey Star Avenue Lifestyle Mall, fronting the new Sungai Buloh highway, has soft opened on 12 December 2015. It comes with an attached covered boulevard with water features. The boulevard's cosy ambience is suitable for weekend bazaars and festive events.

The mall also has a boutique park with a semi-outdoor children's playground, thus attracting the family crowd. With a net lettable area of around 300,000 sq ft, it has about 200 tenants catering to the surrounding neighbourhoods' needs.

Its anchor tenants are Giant and Next Food Emporium, a food court comprising 28 stalls which opened on 15 January 2016 while its mini anchors are Original Class Sports Attire & Equipment, Brands Outlet and Ace Hardware. Also housed in this first neighbourhood mall developed by Mah Sing Group Berhad are gourmet restaurants and other popular brands.



Soft opened on 1 October 2015, a major portion of the tenants at Aman Central are first timers in Alor Setar, Kedah, thus offering a breath of fresh air to the retail landscape in the northern region of Peninsular Malaysia and southern Thailand, which has a catchment population of four million people

This mid-level family and tourist-oriented shopping mall, with 1.2 million sq ft of gross floor area and about 330 retail lots taking up 780,000 sq ft of its net lettable area, is spread over its six levels. It provides over 1,700 parking bays.

Owned and developed by the Penang-based Belleview Group, the mall bagged the highly commended accolade under the Retail Development, Malaysia category in Asia-Pacific Property Awards 2015-16.



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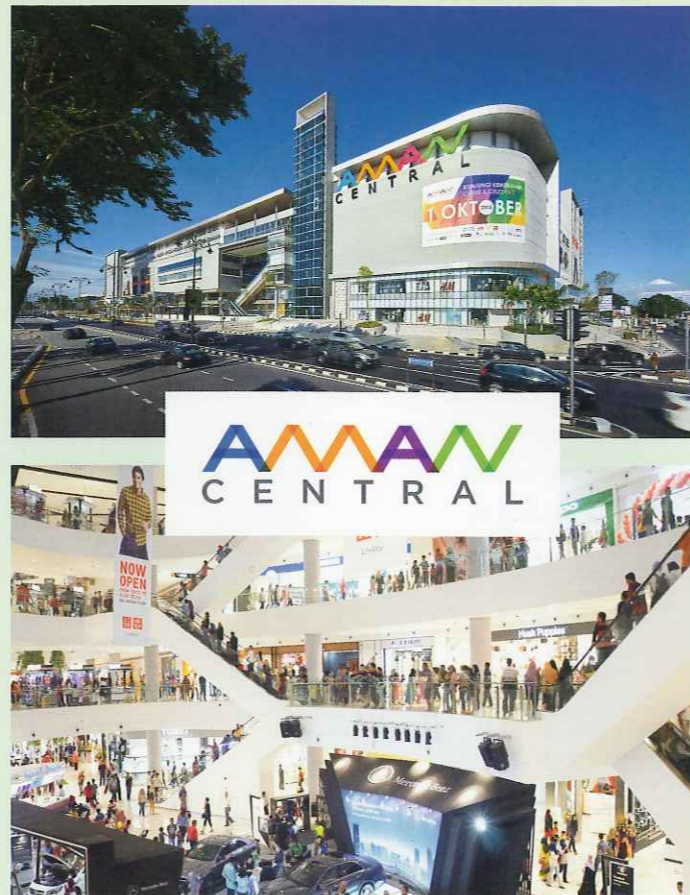
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## Happenings

### 31st AGM

The new year 2016 has begun and with this, PPKM will soon be having our 31st Annual General Meeting which is scheduled as follows:

**Dat** : Saturday, 19 March 2016  
**Time** : 9.30 am  
**Venue** : Nexus Bangsar South, No. 7, Jalan Kerinchi, Bangsar South, Kuala Lumpur

This AGM will see the election for a new team of office-bearers for 2016-2018, so do keep your calendar free. Look out for the official notification which will reach you soon.

## Seminars & Conferences

### Certification Courses in Shopping Mall Management, April & August 2016

- Marketing and Leasing
- Operations and Maintenance
- Administration

We are now entering the 15th year of conducting these courses since our inaugural session in 2002 and we are proud to inform that now, nearly 3,000 personnel working in shopping malls have benefitted from our training sessions. Of course, with all the fluidity and movements within and without the shopping mall industry, not all have remained in shopping mall management. To those who have, give yourselves a pat on the shoulder for YOU are the ones with the passion and the tenacity who will further develop our shopping malls to greater heights!

With the constant development and opening of new malls – with more than 550 malls in the country now - there will always be a constant need for suitably experienced human resources and, for us to continue our certification courses.

The constant evolution in the mall industry has necessitated that our course modules be revamped and the next session will see a new content in the existing syllabus for Operations and Maintenance. Details are being formulated and will be announced soon

The new sessions for 2016 are scheduled as usual in April and August and appropriate announcements will be made in due course.

A big thank you to all members for your continuous support and to all speakers for the unselfish sharing of your priceless experience.

01. Participants presenting a marketing case study
02. Visiting the mall is part of our course
03. Operational aspects of a shopping mall being dissected
04. Site Visit to the back of house



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## Innovation in motion

For the shopping mall industry in Malaysia to thrive, it will not only have to look at leveraging what its brick-and-mortar outlets can do in terms of enhancing the shopping experience for customers but also find new ways of doing business.

This includes merging the traditional aspect with online shopping, where the latter has become a huge business in major economies such as China and the United States (US).

PPK Malaysia's president Tan Sri Datuk Eddy Chen believes retail players should look out for opportunities which can help them to maintain, if not increase, their market share.

Mall operators and retailers can also explore ways to adapt some of their current business practices with online shopping.

In Malaysia, Chen says online shopping or e-commerce is still relatively small, making up about 1% of the total retail business. This means there is a room to grow for the segment, which is expected to expand to 1.4% of the total retail business this year in 2016 but will not affect traditional shopping significantly.



"We need to think further out of the box.."

For example, they can have virtual fitting rooms that allow shoppers to view how the items look on them or using QR codes to provide more merchandise information, selection and sizes. Also in the works would be interactive store front windows to relate to their customers.

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He believes malls can also adapt to this new way of doing business to engage the digital generation of shoppers such as the Gen-Yers and smartphone shoppers, malls and retailers would have to digitise their physical stores.

## E-commerce remains a gold mine in China

China's online shopping, which is much bigger than Malaysia's, has helped to boost its retail sales in malls, which have been finding it difficult to fill up tenancies besides experiencing lower footfalls and having to reduce rentals.

KPMG and Mei.com's China Connected Consumers 2015 survey, released late last year, shows that China's annual growth rate for e-commerce has been trending downwards from 47% in 2013 (when it surpassed the US as the world's largest e-commerce market) to 32% last year.

The survey attributes the reduced growth to the slowdown in China's economy and other factors.

China's annual growth rate for e-commerce is projected to be much lower at 16% for 2018/19 when its revenue is expected to reach US\$1 trillion (RM4.34 trillion). Nevertheless, online shopping remains a gold mine.

The 2015 survey shows that 45% of its 10,150 Chinese respondents buy over half of their luxury goods online due to growing confidence in online shopping and widespread use of smartphones.

Interestingly, the maximum amount of money Chinese consumers felt comfortable to pay for an item online has risen 121% to 4,200 yuan (RM2,796) from the figure in the 2014 survey. The average spend on a single luxury transaction is 2,300 yuan (RM1,531).

While China's luxury e-commerce market is estimated to be small at 5-10% of its total luxury goods market, it is understood to be growing at a tremendous rate. China's average online spending level is said to have increased significantly by about 28% last year compared to the 2014 survey.

Besides looking for luxury products sales, the 2015 survey notes that Chinese online consumers are also now looking for luxury services and experiences as well as international bargains.

Retailers should take cognisance of this and the fact that these consumers are going for the "connected experience" and lifestyle.

The survey notes that foreign exchange movements have a marked influence on where luxury purchases are made with the Chinese reacting quickly to take advantage of any arbitrage opportunities.

Although the top driver for online shopping remains the same, there are subtle signs indicating that the drivers might be changing to encompass more than just pricing and better deals.

As Thibault Villet, co-founder and CEO Mei.com (formerly Glamour Sales China) puts it, "Price is becoming less of a driver but value remains important as customers are well informed about global prices since most of them travel physically or digitally."

For instance, origin of products, particularly those of American or European origins, have become more important reasons for Chinese consumers to buy luxury goods. There is also an increased importance placed on the "uniqueness" of product that is not available in a store.

Chen, who also wears a developer's hat as MKH Bhd group managing director, says China continues to rank top in terms of shopping mall developments worldwide, especially in the second and third-tier cities such as Chengdu, Chongqing, Tianjin and Xiamen.

"In China, everything is done in a big way. It has now reached about 4,000 malls whereas in Malaysia, we have about 551 malls with a total real estate value of RM100 billion, which is very small compared to that of China."

He observes that what is sustaining the malls in China is the deep pockets of its developers.



## Creativity in malls

As for other new ways and concepts of doing business in malls, Chen had suggested to participants at PPK's 2015 Priceless Gems of Creativity V.3 conference held recently in Kuala Lumpur that they should consider concepts like providing a virtual golf experience.

To him, the alternative of hitting a golf ball on the screen is almost as good as playing golf. Instead of having a golf course which requires 120 acres of land, he says you can actually have one in a mall with just 3,000 to 4,000 sq ft, or less than one-tenth of an acre.

Chen adds that one of the keys to sustaining good malls is the ability to turn shopping malls into venues for social events. Malls thrive because people spend their money and time there.

In tandem with consumers' increasing focus on having a healthy lifestyle, Chen sees business opportunities in having bowling centres in malls. He suggests that mall operators tap into the big Malay following for this sport by having amenities such as a surau located nearby.

Chen believes that these ideas that can help transform the shopping malls in the country and enable them to stay relevant.

"We need to think further out of the box for those of us operating the brick-and-mortar as well as goods and services outlets. Certainly, we have to evolve in order to face the challenges ahead."

The growing affluence in Malaysia has also resulted in the emergence of more lifestyle shops such as the "mass-tige" fashion outlets. "Mass-tige" comes from the words, "mass market" and prestige.

Today, there is less emphasis on traditional anchor tenants such as department stores. The trend is moving towards more mini anchors such as gymnasium, sports, leisure, entertainment, beauty spas and other health related products and services.

Moving forward, another step in this direction is by the sprouting up of al fresco cafes and more food and beverage (F&B) outlets, which now comprise up to 30% of the lettable area in a mall.

Besides enhancing the ambience of such outlets, Chen also wishes to see more personalised shopping experience introduced. This could be in the form of providing security escort in car parks since security in malls is a big issue here.

Perhaps a "butler service" will be the next "in-thing" where shoppers' purchases are delivered to their vehicle in malls. This service is offered by the traditional mom-and-pop shops and local groceries since the car is conveniently parked most times next to such outlets.

Note: Tan Sri Datuk Eddy Chen's keynote paper, Malaysia Shopping Malls Overview – Innovation in Motion was delivered at the 2015 Priceless Gems of Creativity V.3

- 01. Malls thrive because people spend their money and time there..
- 02. Tan Sri Datuk Eddy sharing a light moment with Ms Kung Suan Ai, Vice President and Mr Mike Nagelsztajn, speaker.
- 03.04. Participants paying close attention

01



02



03



04



6



## Over a cuppa Teh Tarik

Looking for new and fresh ideas as well as updates on key issues that affect the retail industry this year? Our TTT can be one of your platforms. They offer great networking as well.



The completion of the new MRT lines in the near future will result in changes in consumer lifestyles and create new opportunities for developers and retailers. GARDE, a Japanese design company shared on the retail opportunities created by the development of such public transportation systems

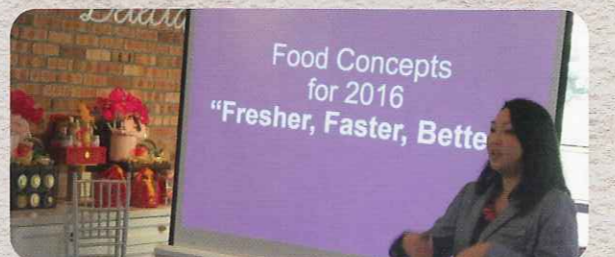


Keen interest was shown towards the TTT on **Raising Coffee Standards in Malaysian Cafes**, held on December 1 last year, especially so during the Coffee Appreciation Workshop conducted by Barista Guild Asia academic director and founder Daniel Liew.



Hot on the heels of the success of our Teh Tarik Talks on the **Strata Management Act 2013 (Act 757): What's New in Kuala Lumpur and Penang**, one was organised for our members from Johor on 4 December 2015 to update them on what's new about this Act, which came into force on 1 June 2015, and how it affects their building management.

Concurrently, there was a one-day seminar on the same topic organised by the Building Management Association of Malaysia (BMAM) on 14 Jan 2016 and which was supported by PPKM.



Visata Creative Sdn Bhd principal design director Pamy Wong provided interesting insights into the future global food trends and what to expect on the local scene at TTT on **Fresh! Killer Food Concepts** held on 19 January this year.



## Engineering Shopping Malls II 2 December 2015

As a follow up to the first event co-organised with the Institution of Engineers Malaysia (IEM) in 2012, ENGINEERING SHOPPING MALLS II was held in Sunway Resort Hotel and Spa. Participants learnt about how shopping malls can be 'engineered' for improved facilities and services, energy management, alternative sources of sustainable energy, new practices in maintenance technology, the management of building

defects and provisions for fit out and renovations and more. The case study on Sunway Putra Mall was particularly interesting as KS Wong shared on the challenges of revamping a mall built in the 1980's.

Kudos to the speakers who are all experienced practitioners and industry speakers!

- 01. Ir Jack Chan on how green malls are commissioned
- 02. L to R: The learned speakers and panelist: Ir Loo Chee Kin, Mr Goh Yew Boon, Ir Dr Kannan, Engr Raghieb Azmi and Ir MK Foong

- 03. Q & A session
- 04. The afternoon panel session in action



## Study Trip to Dubai, 5-9 January 2016

We started off 2016 with a study trip to Dubai, the 5th most visited city in the world and virtually built up from a desert. The group visited a whole plethora of 9 malls, each with its own character and unique attractions.

Of worthy mention is the world's largest mall, Dubai Mall, comprising 1,200 shops over 12 million sq.ft. of gross built up area and this is where you find Dubai Aquarium where one can even learn to dive. Participants also stopped by Ibn Battuta, the world's largest themed mall, with its 6 precincts inspired by the countries visited by Ibn Battuta, the famous 14th century Arabian explorer.

Our 42 participants also visited malls like Souk Madinat Jumeirah which was modelled after a traditional Middle Eastern souk (or market place) and simply full of character; Dubai Marina Mall, built to serve the community residing in a man-made marina precinct; Mercato where the architecture and interior designs were reminiscent of Italy and City Centre Mirdif, which boasts of an indoor flight simulator and indoor sky-diving.

The trip was planned to coincide with the annual Dubai Shopping Festival and participants gained valuable insights from a briefing by HE H. E. Laila Mohd Suhail, Chief Executive Officer, Dubai Festivals and Retail Establishment which was strategically arranged by Tourism Malaysia.

All in all, as one enthusiastic participant, put it, "the best ever trip!"

- 01. Dubai aquarium at Dubai Mall dubbed "the largest goldfish bowl in the world"
- 02. Gaining insights at Dubai Mall
- 03. Saeed gave a most detailed briefing for participants
- 04. A Malaysian gift for the mall management
- 05. The foyer of Mall of the Emirates
- 06. A shopping mall in the 'souk'-style
- 07. City Centre Mirdif
- 08. Italian-styled décor at Mercato Shopping Centre
- 09. Briefing at China Court, Ibn Battuta
- 10. Concourse at Dubai Marina Mall



## Study Trip to Jakarta, end May 2016

The short haul trip in mid 2016 will see us heading to Jakarta, a city with numerous vibrant shopping malls. Maddening traffic aside, it is planned to visit at least 6 shopping malls which will be selected for their variety and character. Jakarta is very densely populated with malls ranging from super chic high end designer malls in the city centre and suburbs to malls for the mass markets (see below for some examples). If you are interested to look at some exciting neighbouring malls from yet another perspective, do look out for our announcements by March 2016



- 01. Kota Kasablanka
- 02. New mall in town, Lotte Shopping Avenue
- 03. Senayan City
- 04. Gandaria City



## Creative festive décors to woo in the shoppers



Season's or festive décor forms part of the marketing and promotion activities of shopping malls where they can show off their creativity. As to what extent do malls splash on such festive decors like the recent Christmas and upcoming Chinese New Year (CNY) celebration, PPK Malaysia advisor HC Chan, believes that it depends on the individual shopping malls and their shopper's profile.

Chan, who is also Sunway Shopping Malls and Theme Parks CEO, says, "In terms of budget, we have equally big budgets for Christmas and CNY as these two festivities are among the biggest events to entice customers to shop."

"We spend millions of Ringgit into every festive season with an estimated RM5 million allocated on a yearly basis for festive decors. Our street lighting alone cost us a few million Ringgit.

"We are also getting more innovative. During the recent Christmas Eve and New Year's Eve, we have thousands of people gathering to enjoy our street lightings and the festive occasion at Sunway Pyramid.

"Christmas was very strong for us in terms of traffic count. We are looking at double digit growth with the fourth quarter showing good and strong retail performance.

"Hopefully, this will continue not only for the retail industry but will also have a multiplier effect on the country's economic performance. Consumer confidence is returning. This is very important psychologically. Also, it helps our retailers to achieve their key performance indicators."

He reckons the numbers from the retail spend serves as a good barometer of the economic health of a nation since they come from a very broad spectrum of customers.

For the CNY, Sunway Pyramid has transformed its Orange Concourse into a Bountiful Spring celebration with the scene inspired from the movie Kungfu Panda 3.



Po, the adorable Kungfu Panda, was picked as its mascot as it is well liked by the young and old. Also, Po is symbolic of friendship, chirps in Phang Sau Lian, general manager of Sunway Putra Mall, which is having "Spring of Blossom" as the theme for its first CNY celebration.

Using movie themes as part of the festive décor is not new. When Gurney Plaza in Penang tied up with 20th Century Fox in conjunction of its movie release of "Snoopy & Charlie Brown: The Peanuts Movie" as part of its Christmas celebration last year, its shoppers were greeted with figurines of the loveable pet beagle, Snoopy.

While Gurney Plaza assistant centre manager Peter Chan says the franchise has received over 700 million social media impressions, let's not forget the increased footfalls to this mall in the northern region.

At IOI City Mall in Selangor, which came up with a Wishing Tree for its CNY theme, its general manager Chris Chong says the mall's traffic has been on the uptrend since its opening in November 2014 with its best month thus far being last December.

When it comes to festive décor, I Utama Shopping Centre public relations manager Lee Li Lian says its retail strategy is mainly focused on developing the best decorations we can to attract visitors and to have festive redemptions to encourage shopping.

"We also ensure there is mallwide promotions from retailers and a good number of performances, shows, activities and workshops for families to participate in.

"It was generally a difficult time for the retail industry last year but we could definitely see improvement during the year-end. It was especially very busy for us during Christmas. So, our strategy was quite effective in achieving higher footfall and spending."



01. 1U Christmas decor brought in the footfall and spending.
02. Christmas is equally big as CNY for Sunway Pyramid, which presented an augmented reality aquatic wonderland @ Christmas In Atlantis for its shoppers.
03. IOI City Mall's Wishing Tree, the centre of its focus during its recent Blessing in Blooms launch.
04. Po @ Sunway Pyramid's Panda Village.
05. Similar to the movie, Sunway Pyramid's Bountiful Spring CNY features the panda village nestled amid the mountains.
06. Sunway Putra Mall's GM Phang Sau Lian with the Blossoming CNY redemption items.
07. Snoopy figurines at Gurney Plaza's main atrium.
08. Sunway Putra Mall's first CNY decor themed Spring of Blossom.
09. Fortune breeds fortune at Mid Valley Megamall.



Meanwhile, Pavilion Kuala Lumpur (KL), which has always been known for its lavish and grand celebrations, did not fail the public's expectations with its magnificent RM3 million Swarovski Christmas tree of 23-metres high last year.

Pavilion KL CEO for Retail Joyce Yap remarks, "Our Christmas décor, promotion and redemption all worked. Once the people looked at the atmosphere we have created, they will spend and they have not been spending. Our message was simple: 'Please bring your family to enjoy the ambience by just taking pictures.'

She says traffic flow has increased by 28% last December from November. "Although we are still collecting the sales figures, we can expect to see 10-12% upside and hope to reach close to 20% increase in sales.

"Generally, Christmas brings in the highest numbers followed by CNY because of the year-end holidays. Also, most people have received their bonus and international tourist numbers are higher during this period."

For the CNY, the mall's Feast of Longevity theme features an auspicious golden monkey standing 30 ft tall on a mountain of gold and fortune. It is a feast of senses in terms of visual decorations, cheerful music, delightful exhibitions and fresh floral scents, to represent an abundance of sweetness.

Yap says, "We researched all the monkey stories and found the story on the monkey stealing the peach, which is symbolic of longevity, to be very meaningful.

"The people need a reason to feel happy in 2016. You think good, you act good, you feel good and 'Hao' in Mandarin means good."

While she acknowledges 2015 had been a very challenging year, Yap notices that the latest retail indicator shows that shoppers have returned last December.

She expects the retail industry to pick up momentum this year and encourages shoppers to "buy in Malaysia," adding that the mall will be working together with its tenants to ensure shoppers have an enjoyable experience besides collaborating with various ministries to promote Malaysia as a shopping paradise.



01. Auspicious lion dance performance at Pavilion KL's Arch of Longevity Peaches.
02. A burst of confetti filled the floor as Joyce Yap and Phillip Ho launched the Feast of Longevity

## Insights into Malaysian Gen-Yer online shoppers

Gen-Yers like to exchange notes with one another and rely on word-of-mouth recommendations.

The adventurous Tang tried out mydeal.com, which has since rebranded itself as ensogo.com.my. She found it "a nightmare" dealing with this e-commerce platform which took almost four months to deliver her items.

"I dare not deal with them anymore. Each time I called their office, I consider myself lucky if their staff picks up the phone. A check with their Facebook page shows others were also complaining about the delay in delivery for items purchased."

Not all online experiences have been bad for Tang, as Lazada and Zalora, two big brands under the same company, have won her trust.

"I bought a smartphone and compact camera from Lazada which I have used until now. It allows cash on delivery for items. For an extra RM5 fee, I could check whether the gadgets function before I pay the despatcher for the items."

On the pros of shopping with Zalora and Lazada, Tang likes their goods' tracking service. "I can know where my stocks are through their websites."

Unlike Zalora, she laments that Lazada does not offer a return service but is delighted that Zalora offers recyclable despatch bags and has a Poslaju form inserted inside.

"In case you are not satisfied with

the goods ordered, you can repack them using the same bag and attach the Poslaju form for the items to be returned to Zalora at no cost."

Tang reveals that her last shopping experience with 11street.my has not been "totally pleasant". She is unhappy its shipping fee is not standardised among the merchants, which can be quite burdensome for an avid online shopper like her.

Zalora, on the other hand, charges only a flat RM5 for all goods that do not cost more than RM75 in total.

11street.my, which offers a wide variety of goods ranging from groceries, makeup, skincare to electronics, food and fashion, is an open marketplace operated by a joint-venture company between Celcom Axiata Bhd and SK Planet Ltd, an experienced e-commerce Korean player.

Tang has also tried taobao, a foreign shopping website popular with the Chinese in Malaysia and Singapore. She says the goods sold here come from merchants from various parts of China but the price can vary depending on the quality of the service and product offered by the merchants.

Some of these items may be sold at a 'pasar malam' in Kuala Lumpur near where she stays but the same items featured in taobao are much cheaper.

"There are so many choices offered in their website ranging from shoes, clothes, stationary to accessories. Their delivery

service is top-notch - you can order an item in the morning and get the stock in the evening. If they get the stock to you a day later, it is considered slow and the merchant concerned gets a bad review, which will affect their ratings and is reflected in the website."

Tang considers it slow when a shipment for something she ordered takes more than three days to arrive.

Her latest find is Shopback, which does not sell anything but offers cashback to online shoppers like her.

"I just tried it and earned RM1.98 from my RM50 purchase with Lazada. When you get RM10 in the Shopback account, you can cash out your money! You can earn money doing online shopping!

Extolling the other benefits of online shopping, she likes the hassle-free feeling of not having to look for a car park in a congested mall. Besides saving on your petrol bills, you can also have an online reference point from other buyers before purchasing.

On the drawbacks, Tang admits that the goods might not look like what is illustrated on the website and sometimes, you risk losing the items ordered during delivery. Overall, she feels the pros outweighs the cons.

Online shopping is here to stay but nothing still beats the bricks-and-mortar of a shopping mall.

The views in this article are the personal opinions of the interviewee and do not necessarily reflect those of the editor.





### Corporate Members

- 1 Borneo Hypermall
- 1 Segamat Shopping Complex
- 1 Utama Shopping Centre
- 1MK Mall
- 13Melin Shopping Mall
- 1st Avenue Mall
- Alam Sentral Plaza
- Alor Star Mall
- Aman Central
- Ampcorp Mall
- Ampang Park
- Atria Shopping Gallery
- avenue K
- Avenue Street Mall @ D'sara
- Bangsar Shopping Centre
- Batu Pahat Mall
- BB Plaza
- Bertong Vega Mall
- Berjaya Megamall
- Berjaya Times Square Kuala Lumpur
- Berjaya Waterfront Complex
- BIG Tune A Mall
- Central Market
- Central Square Sungai Petani
- Centre Point Sabah
- Centro
- Centrus Mall
- Cheras Leisure Mall
- Cheras Sentral
- Citta Mall
- City Mall
- Cityone Megamall
- Dataran Pahlawan Melaka Megamall
- Dayabumi
- D'Galleys
- Digital Mall
- Dputze Shopping Centre
- e@ Curve
- East Coast Mall
- Eastern Mall
- Empire Shopping Gallery
- Encorp Strand Mall
- Endah Parade
- Evolve Concept Mall
- fahrenheit 88
- First World Plaza
- Gamuda Walk
- gateway@klia2
- Giant Hypermarket Jalan Kebun
- Giant Hypermarket Bandar Kinrara
- Giant Hypermarket Banting
- Giant Hypermarket Batu Caves
- Giant Hypermarket Bayan Baru
- Giant Hypermarket Cheras
- Giant Hypermarket Kelombong
- Giant Hypermarket Kemuning Utama
- Giant Hypermarket Klang
- Giant Hypermarket Klang Sentral
- Giant Hypermarket Kota Damansara
- Giant Hypermarket Kota Padawan
- Giant Hypermarket Kuala Terengganu
- Giant Hypermarket Kuantan
- Giant Hypermarket Mall Sibul
- Giant Hypermarket Melaka
- Giant Hypermarket Muar
- Giant Hypermarket Nusa Bestari
- Giant Hypermarket Plentong
- Giant Hypermarket Prima Prai
- Giant Hypermarket Putra Heights
- Giant Hypermarket Senawang
- Giant Hypermarket Seri Kembangan
- Giant Hypermarket Seri Manjung
- Giant Hypermarket Shah Alam
- Giant Hypermarket Subang Jaya
- Giant Hypermarket Sungai Petani
- Giant Hypermarket Tabuan Jaya
- Giant Hypermarket Taiping
- Giant Hypermarket Tampoi
- Giant Hypermarket Tawau
- Giant Hypermarket Ulu Klang
- Giant Mall Kelana Jaya
- Giant Superstore Bandar Puteri
- Giant Superstore Gong Badak
- Giant Superstore Kuala Pilah
- Giant Superstore Kuala Selangor
- Giant Superstore Lukut
- Grand Superstore Nilai
- Great Superstore Prima Saujana (Kajang)
- Giant Superstore Sandakan
- Giant Superstore Sunway City
- Glo Damansara
- Grand Merdeka
- Great Eastern Mall
- Green Heights Mall
- Gurney Paragon
- Gurney Plaza
- Harbour Mall Sandakan
- Imago, KK Times Square
- IOI City Mall
- IOI Mall Bandar Putra Kulai
- IOI Mall Puchong
- IPC Shopping Centre
- Ipph Parade
- Island Plaza

- Jaya Shopping Centre
- Jetty Point Duty Free Complex
- Johor Bahru City Square
- Johor Bahru City Square Office Tower
- Johor Premium Outlets
- KB Mall
- Kipmart Tampoi
- KL Gateway
- Klang Parade
- Kluang Mall
- Kompleks Bukit Jambul
- Kompleks Metro Point
- Kompleks Mutiara
- Kompleks Star Parade
- Kompleks Tun Abdul Razak (KOMTAR)
- Kota Raya Complex
- Kuantan Parade
- KWC Fashion Mall
- Landmark Central Shopping Centre
- Langkawi Fair Shopping Mall
- Lot 10
- M3 Residency, Mall
- Mahkota Parade, Melaka
- Maju Junction Mall
- Medan MARA
- Merdeka Mall
- Mid Point Shopping Complex
- Mid Valley Megamall
- Mitsui Outlet Park KLIA
- My Town Shopping Centre
- New World Park
- Nexus Bangsar South
- Nu Sentral
- Oceanus Waterfront Mall
- One City
- Pacific City
- Pandan Kapital
- Paradigm Mall
- Paragon Point Shopping Centre
- Pavilion Kuala Lumpur
- Paya Bunga Square (PB Square)
- Pearl Point Shopping Mall
- Pelangi Leisure Mall
- Penang Plaza
- Penang Times Square
- Perda City Mall
- Perling Mall
- Pernama Kompleks Mutiara Armada
- Pertama Complex
- Plaza Angsana
- Plaza Low Yat
- Plaza Merdeka
- Plaza Metro Kajang
- Plaza Pelangi
- Plaza Salak Park 'SPARK'
- Plaza Shah Alam
- Plaza Tasek
- Prangin Mall
- Publika Shopping Gallery
- Queensbay Mall
- Quill City Mall
- RCMC
- Sarawak Plaza
- SB Mall
- Sejati Walk
- Selayang Star City
- Semua House
- Setapak Central
- Setia City Mall
- Shaw Parade KL
- Skudai Parade
- South City Plaza
- Starhill Gallery
- Straits Quay
- Subang Parade
- Sungei Wang Plaza
- Sunshine Tower
- Sunway Carnival Mall
- Sunway Giza Mall
- Sunway Putra Mall
- Sunway Pyramid
- Suria KLCC
- Suria Sabah Shopping Mall
- Sutera Mall
- Taiping Mall
- Terminal One Shopping Centre
- The Curve
- The Gardens
- The Intermark
- The Main Place
- The Mines
- The Starling
- The Spring
- The Summit Subang USJ
- The Waterfront @ Parkcity
- The Weld
- Times Square Megamall Bintulu
- Tropicana City Mall
- Tropicana Gardens Shopping Mall
- Tun Razak Exchange
- U Mall Pulau Utama
- Utropolis
- Viva Home Shopping Mall
- Wangsa Walk Mall
- Wetex Parade Shopping Centre
- Zeva Mall

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- Henry John, CMOM
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- Wong Paik Tho
- Woo May Fong

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- Golden Land Expo (M) Sdn Bhd
- IFCA MSC Bhd
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- Retail Network Sdn Bhd
- Stratos Consulting Group Sdn Bhd
- The Hat Shoe Show & Company Sdn Bhd
- TheLOT Associates Sdn Bhd
- Visata Creative Sdn Bhd

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- Ng Hean Yin

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- British Council of Shopping Centres (BCSC)
- Building Management Association of Malaysia (BMAAM)
- Association of Asian Shopping Centers (CASC)
- Dewan Bandaraya Kuala Lumpur (DBKL)
- Eastern Regional Organisation for Planning and Housing (EAROPH)
- Fiabci Malaysia Chapter
- Fire Prevention Council Malaysia (FIPCOM)
- Hong Kong Trade Development Council
- Institute of Shopping Centre Management Ltd (ISCM), Hong Kong
- International Council of Shopping Centers, Inc. (ICSC)
- Jabatan Bomba & Penyelamat Malaysia
- Korea Building Owners and Managers Association (KBOMA)
- Japan Council of Shopping Centers (JCSC)
- Malaysia Crime Prevention Foundation (MCPF)
- Malaysia Retail Chain Association (MRCAs)
- Malaysia Retailers Association (MRA)
- Malaysia Green Building Confederation (MGBC)

- Malaysian Association of Convention and Exhibition Organisers (MACEOS)
- Malaysian Association of Hotel Owners (MAHO)
- Malaysian Association of Hotels (MAH)
- Malaysian Association of Tour and Travel Agents (MATTA)
- Malaysian Franchise Association (MFA)
- Malaysia Tourism Federation (MTF)
- Mall China
- Middle East Council of Shopping Centres (MECSC)
- Nordic Council of Shopping Centres (NCSC)
- Pertubuhan Akitel Malaysia (PAM)
- Property Council of Australia (PCA)
- Quality Restroom Association of Malaysia (GRAM)
- Real Estate and Housing Developers' Association Malaysia (REHDA)
- Real Estate Developers' Association Singapore (REDAS)
- Shopping Centre Council of Australia (SCCA)
- Taiwan Council of Shopping Centres (TCSC)
- The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)
- The Institution of Engineers Malaysia (IEM)
- Tourism Malaysia
- Certified Mall Marketing & Leasing Manager (CMMLM)
- Certified Mall Operations Manager (CMOM)
- Certified Mall Administration Manager (CMAM)
- Certified Mall Manager (CMM)

### Persatuan Pengurusan Kompleks Malaysia (PPK)

#### Malaysia Shopping Malls Association

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