

Air Asia's online retail platform introduces new pick-up service at ERAMAN's KLIA outlet

By **Elena Owyong** on May, 13 2019 | Retailers



Travelers who pre-booked their purchases at Air Asia's online retail platform OURSHOP can now collect their items at a pick-up point in ERAMAN's duty-free outlet at KL International Airport (KLIA) Terminal 2

Travellers who purchase items through AirAsia's e-commerce platform OURSHOP, now have the option to collect their purchase at a dedicated pick-up point located at the ERAMAN duty-free outlet in klia2, the second terminal of KL International Airport.

Malaysia's largest airport duty-free retailer ERAMAN and Air Asia announced this partnership on Friday (9 May).

Through this partnership, travellers will enjoy greater convenience when they shop in KLIA. They will also earn AirAsia BIG Points whenever they purchase products from ourshop.com, which can be used to redeem free flights on AirAsia. At the same time, ERAMAN will be able to use the data on passenger trends to improve their marketing strategy and selection of products.

General manager of ERAMAN Zulhikam Ahmadshared, "This initiative is very timely as we have just undergone a brand refresh exercise. We fully understand that e-commerce is fast becoming significant in the travel retail and duty-free market space. Hence, ERAMAN is embarking on this journey to ensure we too do not miss out on providing the convenience and keeping up with the trends."

Echoing similar views, General manager of OURSHOP Hassan Choudhuryexplained, "What used to be

a 20-minute shopping experience as travellers rush to their boarding gates is now 365 days of shopping indulgence.”

Commenting on the new partnership, Senior General Manager of Commercial Services for Malaysia Airports Mohammad Nazli Abdul Aziz said: “The partnership between the nation’s key players in the travel retail industry will undoubtedly elevate the shopping experience for all travellers passing through our doors. This is just a taste of the many exciting activities and initiatives that we have lined up as part of Malaysia Airports’ Commercial Reset strategy.”

“We want to bring excitement and joy to our guests when they are at the airport; and in doing so, we hope to change the traditional perceptions of the airport as a mere hub for connectivity, becoming also a place to enjoy the vast retail offerings available – both at our airports and now digitally.”

ERAMAN currently has operations in more than 50 retail and F&B outlets throughout Kuala Lumpur, Kuching, Kota Kinabalu, Penang, Langkawi and Labuan. OURSHOP is AirAsia’s online marketplace offering a wide selection of products from duty free, high street and local retailers from all over the world.