

Eraman promises style with substance at new klia2 emporium

By **Claire Malcolm** on April, 3 2014 | Retailers



In the two decades since its inception, Malaysia Airports (Niaga) Sdn Bhd (MAN), through its high profile Eraman brand, has grown its operation from a handful of high-end fashion boutiques at Sultan

Abdul Aziz Shah International Airport in Subang to a portfolio comprising five international airports (KLIA, Penang, Langkawi, Kuching, Kota Kinabulu), one domestic airport (Labuan) and two low-cost carrier (LCCT-KLIA and Kota Kinabulu) terminals.

According to Muhammad Fawzy Ahmad, General Manager, Malaysia Airports Niaga (MAN), Eraman's positioning as the premier airport travel retailer for a wide range of competitively priced duty free and non duty free products stands the company in good stead ahead of further imminent expansion into the new klia2 and Gateway@klia2 locations.

"Operating 57 retail and food and beverage (F&B) outlets, Eraman continues to strive for excellence in providing the best in the travel retail industry for Malaysia Airports Group. With clear aims and visions, [we] are driven to ensure the expansion of our retail outlets with increased focus on all core products categories and continued great service," he says.

At klia2, Eraman will operate a total of 22 outlets across 28 lots, covering 7,210.61 square metres of retail space. "The highlight will definitely be the operation of our largest retail space to date - a 3,002.69 square metre walk-through emporium, which will be the pièce de resistance," notes Ahmad.

While MAN remain tight-lipped about the brands going into the new locations, Ahmad is keen to push home the point that despite klia2 being a low fare carrier operation, Eraman will deliver first-class customer service at every turn, as he explains: "Our philosophy is to ensure that our customers will have a pleasant shopping experience, akin to bringing the concept of downtown shopping into the airport, where they will still be spoilt for choice."

Buoyant sales in 2013 across all areas of operation were also marked by a shift in concession spend with liquor representing 44.2% of total business in 2013, down from 46.3% in 2012 while perfumes and cosmetics showed a 0.8% pick-up to 14.2% in 2013 with chocolate and confectionery, cigarettes and tobacco and fashion seeing a marginal increase at 16.8%, 18.8% and 2.8% respectively.

For 2014, Ahmad is confident that MAN will embrace new opportunities as well as "ride out" the challenges ahead. "With targeted revenue that will soon breach the MYR1 billion (US\$306.2 million) mark, the company will leave no stone unturned in its quest to drive and achieve this target through its most important assets - the entire team of management and staff."