

LuLu Hypermarket opens in Al-Qurain



KUWAIT: EMKE Group, the multinational business conglomerate opened its second and the largest Lulu Hypermarket in Kuwait at Al-Qurain Commercial city yesterday. Abdul Rahman Al-Hossaimi, owner of the Al-Wahda Mall, cut the ribbon to officially inaugurate the hypermarket in the presence of EMKE Group Managing Director Yusuff Ali M.A. A large number of Kuwaiti dignitaries, residents, media representative and guests were present at the ceremony. A huge crowd of customers, who waited inside the mall, hurried in to the hypermarket as it opened.

Expansion

We are on the track of a massive expansion. In Kuwait, this is the second Hypermarket and we are planning another hypermarket in Dajeej. Also another three more hypermarkets will come up in Kuwait in another 18 months' time to make a total of five," Yusuff Ali told the Kuwait Times prior to the opening of the hypermarket.

This is our 79th hypermarket and we will reach the milestone of 100 hypermarkets by next year," he said. The new Lulu Hypermarket, which covers the residential areas of Jaber Al-Ali, Mubarak Al-Kabeer, Al-Qurain, Al-Qusoor, Al-Ahmadi, Fahaheel, South Surra, Adan and Sabah Al-Salam, will not only attract the local residents but also customers from neighboring suburbs. Lulu Hypermarkets are present in all the GCC countries in addition to Egypt and Yemen. "We plan to open two more hypermarkets in Yemen and four more in Egypt as part of our expansion drive," Yusuffali said.

Explaining his concept of a hypermarket, he said, "It is the era of hypermarkets where a customer has a wide variety of options. His choices are not limited. The new generation prefers to go shopping where a large variety of products are available. We are giving the customer the right choice with a wide variety of products," Yusuff Ali explained.

The new Lulu Hypermarket is located just off Route 40 on the way to Fahaheel along Road 208 in the suburb of Al-Qusoor. Sprawling about 20,000 sq meters of retail space, the new Lulu Hypermarket

anchors the upcoming Al-Wahda Mall and is spread across three floors.

Ambience

With its pleasant and novel variation from the usual supermarkets, the new Lulu Hypermarket offers an ultra modern shopping ambience that integrates every conceivable need of consumers under one roof. The hypermarket, with its extensively laid out counters, sprawling parking space that can accommodate over 3,000 cars, play area for children, food court, money exchange and bank counters, international and regional brands.