Region's biggest hypermart opens

IPOH — Hypermarket chain Giant recently opened its fifth outlet in Falim.

Said to be one of the biggest hypermarkets in the northern region, the 102,000 sq ft branch stocks 23,000 products in almost 200 categories.

Chief executive officer Pierre-Olivier Deplanck said he was overwhelmed by the outlet's turnout since it was opened on Feb 2.

"We serve over eight million customers every month throughout our stores and we strive to meet the needs of our customers and the communities with a store that they can trust and delivers quality, service and value," he said.

Deplanck added the new outlet is aimed at being a one-stop provider for families, and caters to more than 60,000 households in the area.

The new outlet also boasts a dedicated "Citarasa Malaysia" (Taste of Malaysia) section.

"This section stocks exclusive spices, herbs and sauces from across the country," he said.

According to Deplanck, Giant is committed to supporting small and medium enterprises in the state.

"Our vegetable suppliers are from Kinta Valley, Jalong and Menglembu, while seafood is sourced from Hutan Melintang."

Deplanck also signed a Memorandum of Understanding with amaxMall, which assists SMEs to expand the reach of their products.

"It is a win-win partnership where we help local companies expand their reach while Giant gets to stock a greater variety of products," said Deplanck.

AmaxMall was represented by its chief executive officer Datin Nik Sarina Hashim.

The ceremony was witnessed by the Domestic Trade, Cooperatives and Consumerism Ministry deputy director-general Datuk Basaruddin Sadali.

Meanwhile, Giant Falim is working with MyKasih Foundation for the Food Aid Project.

"We have contributed RM50,000 in monthly grocery shopping allowances to support and improve the lives of 50 underprivileged families around Falim for a year," said Deplanck.

Deplanck and Basaruddin take a look at some of the products available at the newly opened Giant hypermarket in Falim. — Picture by Farhan Najib