

NEW MALL RISING Up-and-Coming Attractions

The Klang Valley is home to some of the largest shopping malls in the world and is a shopper's haven. *Malaysia Retailer* takes a closer look at what some of the newly opened malls have to offer and also how the stalwart malls are coping with new competition.

By Tan Thiam Hock & Samuel Ngeow

It has been said that shopping is Malaysians' favourite pastime. Judging from the bustling crowds at the popular malls here and the sheer numbers and sizes of the malls in the country (some of the largest in the world), the phrase does bear some truth. From the most luxurious designer labels such as Louis Vuitton and Chanel to the more affordable local brands like Padini and F.O.S, there's something for everyone when they are shopping here. With the impending entries of many new malls and the ongoing expansion of retail spaces for the existing ones, the locals are spoilt for choice when it comes to their preferred weekend activity.

OVERVIEW OF THE RETAIL INDUSTRY



Tan Sri Datuk Eddy Chen

Tan Sri Datuk Eddy Chen Lok Loi, President of Malaysia Shopping Malls Association (PPK Malaysia) says, "Generally, the mall industry is doing well, given the rising population and the larger consumer base. In fact, most of the malls, especially those well-located ones, have seen an increase in footfall. Today, many existing malls are upgrading themselves to keep up with the changes in consumer tastes and preferences. So, the malls are very dynamic, they don't just build the mall get the tenants in, full stop. In fact, they are continuously

rejuvenating and reinventing themselves. If you look at Sunway Pyramid for instance, they are continually looking for ways to upgrade and to improve their shoppers' comfort and convenience."

According to Tan Sri Datuk Eddy, malls in good locations continue to achieve very high occupancy and many of them are even 100% tenanted, while some of them may well have a waiting list of people waiting to get in. "I'm quite optimistic regarding malls, but having said that, there are some challenges for a number of the smaller localised (neighbourhood) malls because they don't have the sufficient size and mix to make them fully lifestyle malls to cater to a bigger crowd. So, the challenges are more for localised malls and some of them may well be facing financial issues," he reveals.

Newly Completed Retail Malls In 2014

NAME	LOCATION	COMPLETION	NLA (sqft)
Main Place USJ 21	USJ, Subang Jaya	1Q 2014	237,000
Encorp Strand Mall	Kota Damansara	1Q 2014	308,800
Jaya Shopping Centre	Sec 14, Petaling Jaya	1Q 2014	300,000
Nu Sentral	KL Sentral	2Q 2014	651,800
D'Pulze	Cyberjaya	3Q 2014	240,000
Quill City Mall	Jalan Sultan Ismail	4Q 2014	770,000
IOI City Mall	Putrajaya	4Q 2014	1,350,000

Source : WTW Research

Retail Developments Scheduled for Completion in 2015

NAME	NLA (sqft)
Sunway Putra Mall	620,000
Capsquare Mall (former PIKOM ICT Mall)	220,000
The Atria Shopping Mall	450,000
Sunway Velocity Lifestyle Mall	800,000
Sunway Pyramid Phase 3	70,000
Total	2,160,000

Source : WTW Research

Foo Gee Jen, Managing Director of property consultant CH Williams Talhar & Wong Sdn Bhd, states that there are great uncertainties on the country's current economic outlook. Despite the decrease in petrol prices since December 2014, consumers are still concerned of rising living costs, with the upcoming implementation of GST in April 2015. Based on his statements, the retail sector will remain stable but the market is expected to see fewer activities in the 2015.

Foo also points out that the retail malls located within Kuala Lumpur continued to outperform those located outside Kuala Lumpur in 2014, with the former recording a vacancy rate of 12.0% compared to the latter's 24.5%. "The retail sector is expected to stay quiet but buoyant in 2015, with new retail mall owners likely to experience increased difficulties in maintaining occupancy rates, in view of the likely completion of more malls in 2015," he says.

New Kids on the Block

The total retail space in Klang Valley has been steadily increasing throughout the years. Thanks to the opening of IOI City Mall, Quill City Mall, D'Pulze Shopping Centre (all three in late 2014) and other new shopping malls, it has expanded more immensely. In order to tap into this bustling retail industry, developers are launching a flurry of new malls across the region. At least 10 new shopping malls are slated for completion in Klang Valley alone this year. So, the question is, how will the new malls fare and will they be able to penetrate the barriers of entries set by the existing malls? By Samuel Ngeow

IOI City Mall: Serving South Klang Valley

It started off as a vision to build IOI Resort City, a resort-style development away from the city centre. Following the high demand for the holiday type of hotel stays due to the development of Cyberjaya and Putrajaya, Palm Garden Hotel and Marriott Hotel was built. With the huge commercial success of IOI Resort City, the planning and construction for IOI City Mall began in 2007. However, because of the subprime mortgage crisis in 2008, the project was delayed for several years before it was finally opened to the public on November 2014. Since then, it has attracted droves of visitors, especially from the southern catchment areas. From a nine-hole golf course to a 1.5 million sqft shopping mall, IOI City Mall has truly become the largest and most exciting lifestyle hub in Southern Klang Valley.

Shopping in a Resort Setting

IOI City Mall is a modern contemporary shopping centre in a resort setting, offering prominent fashion brands, mouth-watering dining choices and exciting indoor activities. It aims to appeal to the surrounding population catchments, and, at the same time, hopes to provide an alternative shopping experience to those living in the city centre and beyond. According to Chris Chong, General Manager of IOI City Mall Sdn Bhd, many of

the mall's designs are based on a palm tree. "If you were to observe carefully, you will notice that the roof, ceiling and building features are shaped similarly to a palm tree leaf," he points out.

Targeting the South

IOI City Mall is at the centre of several huge catchment areas. Starting from the south are Putrajaya and Cyberjaya which extend all the way to Seremban. "We noticed that there are quite a number of shoppers who come from as far as Nilai, Bangi and Seremban. Since our mall is easily accessible to them via the SKVE highway, they don't mind the long journey," says Chong.

To the west is Puchong, a fairly large land area with more than a quarter million inhabitants. Currently, the population is being served only by a single shopping centre, namely IOI Mall Puchong, which is located to the north. In this regard, IOI City Mall aims to cater to the needs of the people of southern Puchong, beginning from Bandar Puteri Puchong, because the mall is nearer to them.

The eastern catchment areas, commencing from Kajang to Balakong and Sungai Long, are huge untapped markets. "Previously, there were no major shopping complexes surrounding the areas and hence, the locals



had to travel to the city centre to satisfy their needs. Now, with just a 15 minutes' drive away from their home using the SILK highway, they can choose to shop in IOI City Mall instead," explains Chong. Likewise, IOI City Mall also aims to target shoppers from the northern catchment areas such as Seri Kembangan, Serdang, Bandar Kinrara and the fairly new township of Taman Equine.



Family-Oriented Attractions

IOI City Mall is a lifestyle-oriented shopping mall that is built to cater to a very wide range of consumers, from the middle to upper classes of society. Equipped with a variety of family-oriented attractions such as a major cinema chain, a bowling alley, an Olympic-sized ice skating rink, an indoor Active Leisure Park and two huge home living centres, IOI City Mall is the place to go for an exciting weekend outing.

One of the mall's main attractions is District 21, a 70,000-sqft family entertainment centre (FEC). It is a perfect place for thrill-seeking adrenaline junkies who are looking for some intense indoor activities such as wall climbing, bungee jumping and roller gliding. While those dexterous activities may not be suitable for a casual family outing, those who are not so actively-inclined may consider visiting Home Pro and Index Living Mall instead. Just by browsing through the furniture, electrical appliances and home products, the hours would just whisk by in these two unique giant anchors.

The mall also aims to please shoppers by offering many of the major fashion brands such as H&M, G2000 and Uniqlo while strategically and attractively presenting its F&B outlets in an alfresco dining setting to offer shoppers a wholesomely enjoyable meal experience.

Away from the Competition

Chong views Mid Valley Megamall, One Utama and Sunway Pyramid as IOI City Mall's biggest rivals. "Our mall is very similar to them, in a sense, that we are a lifestyle shopping destination. However, when we talk about competition, location is an influencing factor as well. We are mainly targeting shoppers from the Southern Klang Valley and Seremban area, and presently there are no major shopping centres with more than one million square feet around the area, besides us," says Chong. He goes on to explain that IOI City Mall is operating in a niche location and the level of competition would not be as intense as the other shopping malls that are located in the central Klang Valley areas or Kuala Lumpur districts.

Staying Relevant

Amidst intense competition, shopping malls must constantly evolve to remain relevant to their shoppers. Chong reveals that marketing is one of the most crucial elements for a mall to stay competitive. "We emphasise highly on advertisements and promotional activities, especially during the festive seasons, because for us shopping is all about the ambience and experience," he elaborates.

Chong also specifies that apart from marketing, having a good operational team is vital in maintaining and improving the quality of the mall's facilities and services. To him, creating an unforgettable experience for the customers is essential but retaining it is equally as important.

With that being said, a successful shopping mall must also possess a good mix of exclusive and popular retailers as their attractions. "We have unique tenants such as District 21, Home Pro, Index Living Mall and FitFlop, which are the first in Malaysia. At the same time, we also feature some of the more common and popular ones such as H&M, G2000 and Uniqlo so that we can compete with others."

Future Expansion Underway

Currently, Phase 1 of IOI City Mall has a Gross Development Value (GDV) of RM1.5 billion with a Net Lettable Area (NLA) of 1.5 million sqft. According to Chong, the group is planning to expand the mall under the Phase 2 development project by an NLA of 600,000 to 800,000 sqft. "At the moment, planning for the project is still in the schematic stage and we foresee that it will take us at least five years to complete it. Demand for Phase 1's retail space had been very encouraging, which was one of the reasons for the almost immediate commencement of the Phase 2 project. Chong reveals that the second phase is aimed at complementing the existing mall by targeting more of the upper classes of shoppers. "It will be more of a premium shopping centre, in a sense that, there will be a larger volume of high-end retailers," he says.

Quill City Mall: Jewel in the City

Formerly known as Bandar Wawasan (Vision City), the mall itself was partially completed and left abandoned for more than 17 years before Quill Group of Companies acquired the project six years ago and transformed it into a jewel of the city. "It was a huge challenge for us to refurbish and redesign the abandoned building because the designs and concepts were completely outdated. Thus, we overhauled the mall with an "out of the norm" design of a conventional mall," says Dato' Michael Ong, Group Executive Director of Quill Group of Companies. Now, with the newly improved modern and futuristic appearance, Quill City Mall is set to become Kuala Lumpur's most unique lifestyle shopping destination.

State-of-the-Art LEDs

Located along the bustling road of Jalan Sultan Ismail, Kuala Lumpur, Quill City Mall is a world class shopping haven for fashion, dining and entertainment. With its comfortable yet spacious interior designs, the first and largest state-of-the-art LED media pod in Malaysia and six levels of alfresco dining areas illuminated by the prismatic-coloured rooftop LED panels, Quill City Mall looks set to charm the hearts of both locals and foreigners alike.

Complementing the Competition

Dato' Michael explains that the mall complements the other malls around the area instead of directly competing with them. "Positioning of the mall plays a paramount role, especially in the city centre where we are surrounded by established and matured malls. Our mall is positioned to complement the surrounding malls, most of all, we are customer driven. We have positioned our retail mix differently, creating a niche for ourselves," he says.

Staying Ahead of Customer Trends

Shopping malls must also constantly keep up with the latest trends and demands to stay relevant. "It's all about staying ahead of consumer trends and knowing what they want and delivering this through the mall's offerings," comments Dato' Michael. He also points out the fact that consumers are becoming more discerning as well, which is a fact that every shopping mall has to



acknowledge. Retailers, on the other hand, would also need to bear the responsibility of maintaining fair prices, in addition to heeding consumers' needs.

Expansion Plans

According to Dato' Michael, Quill City Mall is part of a greater project by the Quill Group of Companies which had been successfully launched. This integrated development project includes a 36-storey residential building and hotel with serviced apartments. "With these integrated components, the Quill City development is poised to become the 'next big thing' in the heart of Kuala Lumpur," says Dato' Michael, while adding that there are other future projects in the pipeline, but for now, the focus is on the development of the Quill City project.

D'Pulze Shopping Centre: A First for Cyberjaya

Sitting on a 4.3-acre land comprising a mixed development of a 230-room 4-star international hotel managed by The Ascott Ltd, a 162-room Tune Hotel, 505 units of fully-sold apartments, as well as a retail mall spanning 400,000 sqft of gross floor area, D'Pulze Shopping Centre is the latest attraction in Cyberjaya. Over the next four years, the city will oversee an influx of developments worth RM14 billion, transforming it into a Global Technology Hub and a highly demanded residential area. With that being said, D'Pulze is poised to become the most exciting and pulsating lifestyle destination for those living in the area or elsewhere.

Cyberjaya's Maiden Offering

Designed to be the heart and soul of Cyberjaya, D'Pulze is the first shopping mall in Malaysia's Silicon Valley. There

are many popular and notable tenants such as Jaya Grocer, ACE Hardware, TGV Cinemas, Celebrity Fitness, U Bowl, MPH Bookstores and F.O.S, which aim to cater to the needs of the surrounding catchments.

A Neighbourhood Mall

D'Pulze is a neighbourhood mall and is in a league of its own. It does not plan to compete with the more prominent ones, but instead, aims to satisfy the lifestyle and desire of the local inhabitants as there were previously no major shopping malls in Cyberjaya. It also hopes to complement the newer shopping malls such as IOI City Mall to attract more people to shop in the Southern Klang Valley area.

Riding on Cyberjaya's Ascent

As mentioned earlier, Cyberjaya, with so many new investments coming in, is fast becoming a popular and higher density residential area. Envisioning the great potential of the city, D'Pulze has capitalised on the first-mover advantage. It is currently the only mall catering to the people living in the area, providing them with easily accessible shopping, dining and leisure experiences. Newly opened at the end of last year, D'Pulze plans to continuously improve and maintain the quality of the mall but has no further expansion plans at the moment.





The Stalwart Malls

If shopping is your thing, there are several must-visit shopping malls in the Klang Valley, namely Mid Valley Megamall, Suria KLCC, Pavilion KL, One Utama, Sunway Pyramid and Berjaya Times Square. To compete with the new malls, some of these mainstays are undergoing massive expansions but will they be able to remain relevant and keep pace with the ever changing consumer trends? *Malaysia Retailer* catches up with four of these evergreen malls for the latest updates.

By Samuel Ngeow

Sunway Pyramid: Ambitious Expansion Plans

Sunway Pyramid opened its doors for business in 1997. The size of the mall was doubled in 2007 due to strong tenant demand. Inspired by Egyptian theme and architecture, it is an iconic landmark nestled in Sunway Resort City. Gaining in popularity, Sunway Pyramid attracts more and more people every year, winning it 38 local, regional and international accolades along the way. Today, Sunway Pyramid is listed as one of the top 10 largest shopping malls in the world and one of shoppers' favourites in Malaysia.

Unique Lifestyle Hub

Sunway Pyramid is a unique lifestyle hub that offers unforgettable shopping, dining and leisure experiences. With great synergy between other components of Sunway Resort City such as Sunway Lagoon, it appeals largely to the middle to middle-upper segment of the market comprising

about 3 million local and international visitors a month.

Up There Among the Biggest

"In respect of size and offerings, Sunway Pyramid's competitive grouping is with Mid Valley and One Utama. We view competition as being constant, thus, compete base on our strength, differentiation and uniqueness, albeit with more malls in the future," says Kevin Tan Gar Peng, Chief Operating Officer of Sunway Shopping Malls.

Critical Success Factors

Tan also shares some critical success factors that have made Sunway Pyramid so popular and successful. "Firstly, we emphasise and possess four types of excellence - product excellence, marketing excellence, operations excellence and customer-care excellence. Even though we have those in place, we also do not rest on laurels and adopt the Kaizen approach in continuously improving our mall. We believe that only with the ongoing development of our mall can we achieve everlasting success," he says.



Tan also reveals that the mall had invested heavily on branding, customer service and talent capital because they are pivotal in ensuring Sunway Pyramid is one of the best, if not the best, shopping mall in Klang Valley and Malaysia.

Phase 3 Expansion

With the ongoing Phase 3 development project of RM340 million GDV, Sunway Pyramid is looking to add a 27-storey integrated four-star hotel and a retail complex with NLA of 70,000 sqft. It is expected to be completed in 2015 and will be connected to the existing shopping mall via the basement car park levels and LG1. The Phase 3 of the project will see an additional 500,000 sqft added to the gross floor area of the existing shopping mall, which currently has a total of 4.5 million sqft with NLA of 1.8 million sqft. Having said that, the mall is also planning the fourth phase of the mall development and when it is completed, Sunway Pyramid will be the largest shopping mall in Klang Valley and Malaysia.



Suria KLCC: Still Shining Bright

Suria KLCC, established in November 1998, is the landmark shopping paradise of Malaysia, offering a strong mix of fashion, food and entertainment. It was founded from an inspiration to create an integrated mixed-use development of a city within the city and is part of a 100-acre project called the Kuala Lumpur City Centre, which is ranked among the largest real estate developments in the world. Presently, the six-level Suria KLCC covers an incredible gross area of 1.7 million sqft.

Leading the Pack

Andrew Brien, CEO and Executive Director of Suria KLCC Sdn Bhd says that Suria KLCC has been able to maintain its position as the leading shopping destination in Malaysia for the past 10 years. Their tagline “Always

Something New” continuously offers new varieties to customers and since 2004, more than 300 tenancies have changed hands within the shopping centre. With popular cinemas, major anchor tenants, various departmental stores and over 350 specialty stores such as TGV Cinemas, Isetan, Mark & Spencer, Chanel and Giorgio Armani, Suria KLCC appeals to everyone.

Competition & Rivalry

Competition in the retail sector in Malaysia is a relative term, according to Brien. “We have seen a significant growth in the number of suburban malls within Klang Valley’s trading areas. Each mall caters to the different needs of different individuals. We benchmarked ourselves against the world’s best and today, we regard ourselves

as a world-class shopping mall that is on par with bigger names around the world,” he exclaims proudly.

Staying Relevant & Successful

“Our long term strategies have helped us endure the competition over the last 17 years. Currently, our annual traffic footfall is over 44 million, while our sales turnover for the last 12 months is over RM2.4 billion. To date, Suria KLCC has the most productive retail space in Malaysia,” says Brien.

Brien also explains that they had to focus on the right tenant mix, invest in consumer research, provide memorable customer experiences and regularly refresh the mall to satisfy their customers’ lifestyle and demands. “At Suria KLCC, we regard our retailers as business partners. Their success is our success, and therefore, we spend a tremendous amount of effort to help them build and sustain their sales.” As a mall operator, Suria KLCC also helps their retailers through effective marketing campaigns, casual mall leasing space at high traffic area, notable CSR programmes and retailers training programmes.

Besides the support provided by Suria KLCC, Brien also advises retailers to stay relevant and remain competitive by using some of the key strategies such as investing in customer research and providing excellent customer experiences. For example, having attractive and fresh window displays and fit outs would entice customers to come back for more.

Future Expansion Plans

Suria KLCC has recently undergone major redevelopment works which include the expansion of specialty outlets and refurbished department store. In the future, the mall is planning to develop Lot 185 which is a part of KLCC Holding’s master plan for KLCC, with a 3.5 million sqft mixed commercial hub. The development project, located in between Suria KLCC and the As-Syakirin mosque, is expected to add a hotel, 65-storey office tower and four levels of retail space housing 70-80 tenants. Slated to be completed in 2019, the retail podium will focus on leisure and F&B offerings which includes a flagship cinema, two food courts and many specialty stores.

Pavilion KL: Upmarket Lifestyle Authority

Defining authority in fashion, dining and urban leisure, Pavilion KL was first opened to the public in September 2007. It is located in the heart of Bukit Bintang, Malaysia's key shopping district and is part on an integrated development comprising Pavilion Residences, Pavilion Tower and the upcoming Royale Pavilion Hotel. The mall brought retail innovation and excellence to the forefront when it opened, showcasing Malaysia's first luxury duplex retailing concept. With almost a quarter of new brands to Malaysia were in Pavilion KL, it boosts Kuala Lumpur's image as a shopping paradise.

Soaring Popularity

The mall's popularity has soared high over the years. It has an excellent tenant mix with over 550 stores within eight dedicated precincts. Each precinct is targeted to different market segments with product differentiation. One example is Tokyo Street at Level 6, a Japanese retail precinct that was awarded the 'Innovative Design & Development of a New Retail Project' by the International Council of Shopping Centres. Besides the good retail mix, the mall presents some of the city's most exciting fashion launches and signature events. Truly the mall for international celebrity sightings and luxurious fashion shopping, Pavilion KL is now a must-visit place for all tourists and locals with its premier retailers and facilities.

World-Class Offering

Pavilion KL completes the total retail experience in Bukit Bintang with its world class offering of fashion, dining and urban leisure, making the district a main shopping hub for Malaysia. In the city centre, Pavilion KL and Suria KLCC are highly branded retail haven. "We are competitors yet at the same time, we complement each other in the total KL shopping experience," says Joyce Yap, CEO of Retail, Pavilion Kuala Lumpur. "In fact both malls are interconnected with a 450m air-conditioned pedestrian walkway, all in the effort of the government to provide better connectivity for shopping tourism," she adds. Internationally, Pavilion KL sets its benchmark against The Dubai Mall, Westfield London and The Landmark in Hong Kong.



Hub for Highly-Experiential and Signature Events

Yap explains that it is the mall's priority to maintain as a hub for highly-experiential and signature events. "We believe that when we heighten the shopping experience for our shoppers, we will drive desirability and even loyalty. For example, we often have shoppers write to us for updates on upcoming festivals or celebrations, so that they can be part of them," she says. Besides that, Yap says that the group will continue to strengthen its partnerships with international brands, airlines, foreign banks and even global tour groups, to promote Pavilion KL as a destination that is beyond just a shopping mall.

Moving on, she advises retailers to work closely with the mall to create larger scale innovative tie-ups because campaigns with bigger impacts tend to attract more attention and desire for the brand. They can also do their part by applying international trends locally. "Malaysians are a curious bunch, in a sense that, international trends that are tailored locally tend to work better and even give the brand an edge against the others."

Expansion Plans

Pavilion KL is an award-winning mall with 28 internationally-acclaimed and local awards to its credit. "With our new mall extension adding on another 300,000



sqft of NLA, we have a good list of new retailers that will be opening. From design to architecture, leasing to marketing, the mall have been recognised for its contribution in elevating the standards of shopping in the region," she says. The mall continues to enjoy full occupancy rate for its promotional spaces and is a sought-after location for new product launches and partnership events.



Berjaya Times Square: Massive Integrated Development

Berjaya Times Square opened its doors in September 2003 as the country's largest mall ever built in a single phase. With a gross built-up area of 7.5 million sqft on a 10-acre piece of land, it is an international landmark that is popular among the middle to mass markets. Berjaya Times Square comprises a 12-level shopping mall, two 46-storey towers of service suites and hotel, and five levels of basement and 10 floors of annexed car parks. It has continuously strived to exceed shoppers' expectations by being the forerunner of unique shopping experiences in the region.

Largest Indoor Theme Park

Easily accessible through the Imbi Monorail Station and within close proximity to Lowyat Plaza and Sungei Wang Plaza, it is strategically located in the heart of the city centre, providing visitors with unparalleled shopping, dining and entertainment experiences. The 12-level stratified shopping mall measures approximately 5 million sqft in area size with more than 4,500 parking bays, 1,000 strategically selected retailers and four different themed retail districts. Housing Malaysia's largest indoor theme park, 3D digital hall and the country's first motion sensor grand musical stairs, Berjaya Times Square is poised to cater to the local and international market by being a premier shopping haven suitable for a cross-spectrum audience.

Friendly Competition

The management team views the shopping malls around the Bukit Bintang area more as friends than foes. They prefer to think that current and future developments complement Berjaya Times Square and anticipate that, with the completion of Bukit Bintang City Centre (BBCC), visitors would have more variety to shop in this side of the Golden Triangle. However, with rivalry and competition quickly becoming more intense, even close allies could become immediate threats.

Marketing & Customer Satisfaction

Berjaya Times Square focuses on marketing and customer satisfaction to achieve and retain success. The mall has introduced many novel marketing campaigns that centred on providing unique experiences to its shoppers. For its 10th anniversary, Berjaya Times Square achieved significant publicity for building the world's largest capsule vending machine as adjudicated by the Guinness Book of World Records. The device, according to the management team, was accessible to the public via redemption over a period of four months. Additionally, the mall has also presented the biggest Christmas tree and blossom tree replica to the public while other exemplary records include the 'First Gamers' Vault', 'First Ames Room', and 'First Motion

Sensor Grand Musical Stairs'. Each record is tied to a creative marketing campaign and shoppers' active involvements.

Expansion Plans

With new malls rising and existing malls expanding, this is a very exciting period for the retailers in the golden triangle areas. At the moment, Berjaya Times Square's management is keeping mum about the details of its expansion plans as they are in midst of finalising the details and execution. With more attractions yet to come, it will only become an even more popular lifestyle destination in the heart of Kuala Lumpur.

Conclusion

As more and more shopping malls are emerging and the competition intensifies, it is increasingly difficult for these players to become or remain successful. Successful malls, whether they are Mid Valley Megamall, 1Utama, Sunway Pyramid, Pavilion or Suria KLCC, all have one thing in common - a clear vision. These shopping malls are sizeable and have great clarity around their offerings and value propositions, and understand the emotional, social and functional needs of their shoppers. They are the shopping juggernauts because they have continuously evolved to stay relevant to the latest trends and consumer preferences. Hence, they have remained hugely popular until today. Coupled with excellent customer care and top class facilities, these megamalls are prime reasons why Malaysia is one of the world's best shopping destinations. 📍

