

# Largest Géant outlet opens in Yas Mall

Retail Arabia, the regional franchisee of French grocery chain Groupe Casino, recently opened the largest Géant hypermarket in the GCC region at Yas Mall in Abu Dhabi. “Choosing this location for positioning our biggest hypermarket was a logical step in Géant’s success story, underscoring our constant endeavour to set the standards in one-stop retail facilities,” says Arif Shaikh, managing director of BMA International, the holding company of Retail Arabia.

“The mall is now integral to the whole Yas Island experience. Géant has planned this flagship enterprise in a manner that reflects the exciting overall image of the island and its lifestyle. With Yas now central for concerts, sports events and a wide range of entertainment options, it makes sound business sense to offer such a dependable and varied up-market shopping option to the growing influx of residents and visitors,” says Mark Anthony Lack, chief operating officer, Géant.

The hypermarket, spread over 120,000 sqft on the lower ground level of the mall, has more than 40,000 products on offer. “We carefully assessed and extended the variety of goods on offer to make the Géant experience as comfortable and satisfying as possible and also make available the best of brands,” adds Lack.

From fresh produce to butchery there are also sections for seafood, groceries, frozen foods and bakery products. Besides the food section, there are special areas designated for fashion-wear, shoes, jewellery, electronics, sport-



**Arif Shaikh with Talal Al Dhiyebi and Mark Anthony Lack touring the hypermarket**



**Mohammad Ashfaq, Talal Al Dhiyebi and Mark Anthony Lack cutting the ribbon**

ing goods, household items, household accessories, cosmetics and fragrances.

“We understand very well what it means to be part of the iconic Yas experience and we are open to customer suggestions at any time. We will do our utmost to accommodate any advice that enhances the experience of visiting us,” says Lack, pointing out that Géant had made special efforts to create an ambience keeping in mind the needs of its more demanding customers, given the profile of residents and visitors and the hypermarket’s

exceptional location.

“Géant has been operating in the region since 2001 and has established itself as a leading brand in the one-stop retail facilities sector. We are proud to host the brand’s first hypermarket in Abu Dhabi and the largest in the GCC region. The opening is a testament to Yas Mall’s continuous efforts to bring new retail offerings to Abu Dhabi and provide shoppers with an unparalleled shopping, dining and entertainment experience,” says Talal Al Dhiyebi, executive director of asset management at Aldar

Properties.

“Our new hypermarket is modelled to match the best on offer in France. Géant’s approach the world over is to offer value to the customer in the best environment possible. We will also stock the famous Casino brand of products from France, apart from our in-house brand, élan, which offers a wide range of products at low prices,” explains Patrick Lasfargues, business partnership director, Groupe Casino.

The hypermarket features easy signage, wide aisles and scientifically laid out product sections that make shopping convenient while the staff provide gracious and courteous service that adds to the feel-good experience.

According to Yvan Baba, country head of Fu-com, UAE, the operators of Géant, “A strong international management team has been created and trained to manage the new store and ensure it is benchmarked against world standards.”