

SPAR Australia

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PRESS RELEASE

SPAR Oman to open 21 new stores by 2017 Retailer promises to deliver world-class fresh Concepts

SPAR Oman plans to open 21 new stores in the Sultanate by the end of 2017 in its continuous endeavor to bring-in world-class fresh concepts across the country.

Dr Gordon R Campbell, Managing Director, SPAR International said, “KR as the franchise partner will give us the unique advantage of reaching out to customers across the length and breadth of Oman, owing to their strong local market knowledge and strong distribution network. Our partnership will also bring-in the international expertise and know-how in retailing, formats of the stores, layouts and design, merchandising operations and training.

“While SPAR International operates across different formats, in Oman our chief goal is to bring the supermarket concept closer to people’s homes. We will build more neighbourhood stores to bring value shopping to local customers,” Campbell said. The concept, he added, will replicate the country’s modern shopping experience to bring it closer home, giving customers the same quality and choice of products as can be expected of any super-mart or mega mall.

SPAR serves over 13 million consumers worldwide every day and has recently opened its third store in Oman, a 1,200 square metre SPAR supermarket in Madinat Sultan Qaboos, in addition to its first 700 square metre supermarket in Alkhuwair and second express store in Al Ghoubra.

Sridhar M. CEO, SPAR Oman said, “As a cooperative, SPAR has always focused on service to the community – an ethos that resonates with Khimji Ramdas.”

He also emphasized the brand’s commitment to empowering Oman’s burgeoning youth, calling SPAR a ‘school of retail’ that provides lucrative employment opportunities for those interested in a retail career.

“In the next three years, SPAR Oman will keenly look into sub-franchising with individual SMEs, giving them the thrust to scale up their enterprise into an international retail store,” he said.

On the customer engagement front, Devendra Kumar, Head Retail Division SPAR Oman said, “SPAR has brought in world class shopping experience for Omani Shoppers through its Core Values - Freshness, Value, Choice and Service. SPAR International trainers have imparted training in

Customer Service, Category Management and Operational Excellence. All of these have shown encouraging results which are motivating us to open more stores.”

Some of the Khimji's Mart outlets will be re-branded as SPAR supermarkets, offering customers a unique and distinctive choice of products from all over the world. The stores will be recognized for their fresh produce as well as for promoting local products.

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