

Transformation of old traditions.

TUKAR is an Entry Point Project (EPP) under the Economic Transformation Programme that serves to modernise traditional 'mom and pop' grocery stores and increase levels of competitiveness in their localities. One of 13 EPPs under the Ministry of Domestic Trade, Co-Operatives and Consumerism (MDTCC), TUKAR serves primarily to build and improve Malaysia's small retail sector. TUKAR will not only increase efficiency of small retailers through industry knowledge and tools of the trade, but also create new jobs in the sector.

Retail advisors Mydin, Carrefour, Malaysian Cooperative Commission, Tesco, Giant (GCH Retail Sdn Bhd), Aeon and Eonsave Cash and Carry have been enlisted to contribute to the TUKAR project by way of expertise and consultation. The CEO of Carrefour, Stephane Deutsch, shares his experience.

What is the role of the advisor within the project?

Carrefour is the advisor for the small retail shops that it takes under its wing within the TUKAR project. We provide a multitude of services to facilitate the process of transforming these small retail outlets. We share best practices of modernisation with store owners, from the mix of merchandise to the use of modern tools and practical ways to manage stocks.

We are involved from the moment the Ministry of Domestic Trade, Co-Operatives and Consumerism (MDTCC) identifies the sites. We will step in to perform a feasibility study and all proposals are completed in consultation with the store owner. Soon after the financial arrangements are cleared, the physical transformation of the store will take place and simultaneously we embark on soft skills training. All in all, the idea is to support the smaller retailers as they move towards modernisation of their stores.

Why did Carrefour decide to participate as an advisor of the TUKAR programme?

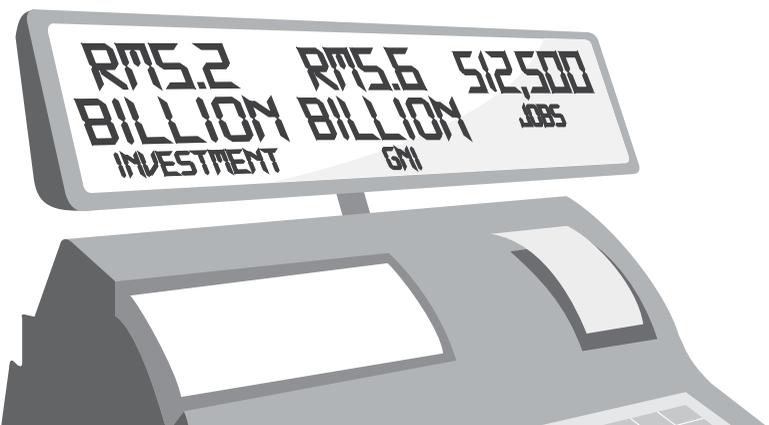
As a responsible corporate citizen in Malaysia, we strongly believe in developing the local market and economy. We welcome the Government's effort to drive growth and support the objectives of the Economic Transformation Programme. Our commitment is consistent with Malaysia's vision of constant progress.

We are very proud to participate in a programme that is built on an approach that transmits knowledge and skills including information exchange, training programmes as well as technical assistance to ensure constant updates and evolving commercial concepts.

What kind of results have you seen so far?

The thirst to learn and grow amongst the local entrepreneurs is very inspiring. The first TUKAR store we were involved in is located in Felda Bukit Goh, Kuantan. Since its refurbishment, the owner has seen average daily sales increase from 10% to 20%. But it does not stop here. We are very motivated to continue working with local entrepreneurs to create more retail success stories.

For more information about the TUKAR PROJECT, log on to www.kpdnkk.gov.my or call our hotline 1800-886-800.



For more info, log on to www.pemandu.gov.my/etp
Visit our blog at www.pemandu.gov.my/etp/blog
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New conveniences introduced.

Advisors such as Mydin, Carrefour, Malaysian Cooperative Commission, Tesco, Giant (GCH Retail Sdn Bhd), Aeon and Eonsave Cash and Carry are satisfied with the transformation result of the TUKAR project thus far. Not only have these sundry shops undergone a transformation aesthetically, but also in arrangement and display of goods, and most importantly, an introduction of a point-of-sales system.

At the ETP Lab in 2010, the TUKAR project was discussed and in a pilot project, it was demonstrated that the transformation of a store would improve sales by up to 30%. We spoke to En. Yusmadi Bin Mat Yassin, a small retail outlet owner in Felda Bukit Goh, of his TUKAR experience.

How did you hear about the project?

I heard it over the news. It immediately got my interest as I could already imagine what I stood to benefit from the project. I made some enquiries, and the next thing I knew, the ministry's team were here to study my site.

Tell us about your experience on the project.

It was great exposure. I suddenly felt that retail is a lot of science, backed up by real facts and I've learnt a lot through the exchange sessions with Carrefour on product display, business administration and management of cash flow, stocks and system. The biggest lesson I learnt from my consultant was choosing the right product to influence sales and also the importance of cash flow to the business.

What do you want to say to other retailers who haven't signed up for it?

So far results have been very encouraging. I hope others will see this as a good opportunity to modernise their store and to increase their income!

What are the advantages and disadvantages from the project?

My shop became the talk of the town and it has attracted more customers than ever before. After all, there are a wider range of products and better ambience for shopping. The disadvantage of TUKAR? None at all. Perhaps I just wished I knew more about this business from before!

What have you heard from your regular customers after the transformation?

They say my shop looks very different, more organised, products are more well-arranged and a lot of people are very surprised with the range of products.

Want to be a candidate for the TUKAR PROJECT?
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