

# Shoppers truly spoilt for choice



**Wide selection:** Shoes and more shoes at Smart Super Sport store.

## Summer Mall hypes up the year's end with fabulous offerings from retail tenants

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Photos by ZULAZHAR SHEBLEE

**T**HE Summer Mall, the latest of vibrant shopping malls in the city, promises to bring a merry warmth this festive season through promotions by its tenants.

These value buys and exciting bargains will certainly provide the desired shopping escape to Kuchingites, particular those living around Kota Samarahan.

From the latest fashion chains to telecommunication retailers, Summer Mall offers it all under one roof.

Realising its prime location near the higher learning institution belt of the city, the mall also caters to the needs of students by providing them with the necessary shopping avenues for books, learning materials, sporting gears and even a leisurely hang-out spot for study sessions over coffee or tea.

Smart Bookshop retail manager Kenneth Chong said this was the fifth outlet it has opened in the city and by far, the largest.

"We have prepared great deals for the year-end festivities by offering 10% discount off selected books for our non-members, and 20% for Smart members.

"We have a great selection of Malay novels because we get many bumiputra customers here," he said, adding that the discounts were also available for selected children books.

Furthermore, another section said to be the pride of Smart Bookshop is its bargain corner where 90% of the books are priced at RM8 and below.

"These (books) are from best-selling authors and the reason why we are able to sell them at cheap prices is because they are over-produced copies. Also the reason why we have this corner is because we do not only want to sell books per se, but we also aim at inculcating good reading habits among the people.

"I would like to say that they are being blessed with affordable books," he said.

Chong said this was part of Smart Bookshop's corporate social responsibility to give back to society.

Furthermore, he said the latest promotion would also allow all students from the nearby Universiti Malaysia Sarawak (Unimas) and Universiti Teknologi Mara (UiTM) to enjoy 10% off all books and stationery at Smart Bookshop.

"To qualify for the discount, all they need to do is showing their student ID cards at the counter."

Aside from this, Chong said the management had also been adventurous lately by venturing into selling sporting gears as well as bringing in TommyBoy Coffee chain from Taiwan.

The Smart Super Sport features mostly New Balance footwear range — a brand that is favoured by many international marathon



**Christmas is coming:** Summer Mall staff arranging Christmas decorations to set the festive mood.

runners. The store has two sections; one that houses higher end selection, while the other displays items at medium to lower price range.

Chong said Smart was also building its own brand of school bags and slippers, which were also available at the store.

"We are working closely with producers of sports accessories to come up with more items under our Smart brand as we are committed to offering more choices to the people," he added.

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**In trend:** Shoppers browsing through the various selections at the ad Jeans outlet.