
Danube outlines expansion plans for BUILDMART across GCC

Tuesday, 17 Mar, 2009

It is reported that Danube Building Materials has outlined an AED 150 million expansion plan to construct BUILDMART retail complexes across the GCC with the first phase of the initiative set to materialize in Bahrain and Saudi Arabia.

The move follows the recent inauguration of the first BUILDMART in Ras Al Khaimah, which caters to interior designers, consultants and homeowners by giving them access to more than 15,000 high quality products. This AED 75 million retail complex in RAK features products that are installed in an actual home set up, thereby allowing for greater convenience and a customer friendly shopping experience.

Mr Rizwan Sajan chairman of Danube Building Materials in line with its aims to satisfy the building materials needs of customers across the region, the company revealed that its plans to establish more BUILDMART retail complexes mark only the beginning of a new phase in their strategic expansion, which will unfold within a 2 year period and is expected to culminate in Dubai.

The shift in the focus of the company from recognized construction hubs to new potential laden markets underline its commitment towards establishing stronger ties with customers across the region by providing personalized services and high quality products that address their specific needs.

Mr Sajan said that “The rationale behind opening our BUILDMART retail complex was to allow a more convenient way for customers to obtain building materials, fixtures and other household items and we are delighted to see that our effort to launch this innovative approach to delivering our products is garnering excellent feedback from our valued customers.” He said that “The success of our BUILDMART concept has driven us to leverage its potential through a regional expansion plan. Our current focus is on the launch of additional BUILDMART complexes, which will enable us to offer our GCC based customers a wide range of building materials and design options that cater to every budget.”

The inaugural BUILDMART retail complex stands on a 150,000 square feet plot across the Cove Rotana Resort in Ras Al Khaimah and incorporates a 20,000 square feet showroom, a 40,000 square feet warehousing section and a huge open area for additional shops and parking.

The store is divided into twenty different sections including kitchens, bathrooms, tiles, shower rooms, Jacuzzis, flooring for both ceramic and wood, ceilings, doors, paints, decorative glass and wallpapers. In addition to offering customers a wide range of building materials and design options, BUILDMART also provides customers expert advice from highly trained professionals on the best products, design materials and other design related inquiries through its Design Centre.

He added that “The success of the BUILDMART concept has put us in a strategic position to carry on with our pioneering approach to bringing our products closer to customers, who will be further complemented with the launch of our new BUILDMART retail complexes in the future. We are proud to be in such an active momentum and we intend to leverage this amidst the challenges posed by the slump in economic front.”

(Sourced from Menafn.com)

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