

Game store opens in Lilongwe

Game Stores, which touts itself as Africa's largest discount retailer, opened its doors in Malawi's capital city Lilongwe on Thursday, 18 November 2010 - an investment worth MWK2 billion. The Lilongwe store is number 45 in Africa.

 By [Gregory Gondwe](#) 22 Nov 2010

The shop has started its operations in a newly constructed shopping mall designed by architects from Cap Town, South Africa, which is set to accommodate more big retailers. CEO for Broll Malawi, the leasing company for the project, Anton Bieber, said the mall is ready to open and that Game will be joined by forty other shops to open in various stages.

Luring shoppers from neighbouring countries

He said Game Stores - Game, a subsidiary of the JSE-listed, Massmart Holdings - is on a drive to increase penetration in Malawi to lure shoppers from neighbouring countries like Zambia and Mozambique.

He said other shops expected to open at the mall are Spar, Sheet Street, Mr Price and Woolworths. The 2 other shops will include pharmacies, boutiques, opticians and café.

Mark Tenor, Game manager for Africa says buyers in the central region should expect high quality product from the store. He said apart from what the company has invested in setting up the store, there is more to come. "We are also expected to inject approximately US\$55 million in the next 10 years in Malawi," he said

ABOUT GREGORY GONDWE

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