

## DR Group celebrates personal and corporate triumph in Kuala Lumpur

by Martin Moodie

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**MALAYSIA.** Airport retailer DR Group Holdings has been recognised with two major successes at the Kuala Lumpur International Airport (KLIA) Awards and the airport's Concessionaires Conference, respectively.

The KLIA Awards, held on 25 November, recognised best practice in Malaysia's aviation industry and honoured the airport's business partners for outstanding performances and services. Transport Minister Datuk Seri Liow Tiong Lai was guest of honour.

DR Group Managing Director Dato' Dahlan Rashid became the first airport retailer to win the prestigious Chairman's Award. He was recognised for his contribution as a pioneer in modernising Malaysian airport retail and his success in diversifying his business that began with a single retail outlet at Subang International Airport in 1985.

Other considerations included Dato' Dahlan's involvement in numerous CSR initiatives through his own businesses and non-governmental organisations. The award acknowledged him as the only airport retailer in the world with a "360-degree command" over the confectionery business, including manufacturing, import and export, distribution and retail.



DR Group Managing Director Dato' Dahlan Rashid:  
Recognition of his life's professional work

***“I am committed to continue contributing to and improving the airport retail industry to offer the best services and products in the best environment to all passengers” – Dato’ Dahlan Rashid***

Dato’ Dahlan said that the award was a recognition of his life’s professional work over the past three decades in shaping the duty free and travel retail business in Malaysian airports to be on par with other developed nations.

“I am committed to continue contributing to and improving the airport retail industry to offer the best services and products in the best environment to all passengers,” he said.



A proud Dato’ Dahlan Rashid accepts recognition of an extraordinary career

Dato Dahlan has given much to charity events through the Malaysia Retail Chain Association, the Educational Chocolate Museum and many contributions to Islamic-related activities as well as Bumiputra’s Entrepreneurship Development via the Bumiputra Retailers Organisation [a Bumiputra is a Malaysian of indigenous Malay origin -Ed].

Dato’ Dahlan was also the recipient of the Minister’s Special Award at the 18<sup>th</sup> Malaysia Tourism Awards in 2013 due to his contribution to making the country a favoured tourist destination through establishing the first chocolate museum in Malaysia. As a result, he was named Tourism Man of the Year by the Ministry of Tourism.

DR Group said: “We are ecstatically proud to have our Managing Director, who has such great acumen, to be recognised as the top contributor to world-class travel retail shopping, with the highest recognition by Malaysia Airports Berhad.”

### **COLOURS & FRAGRANCES WINS CHAMPIONS AWARD**

In related news, DR Group’s airport perfume & cosmetics retailer Colours & Fragrances clinched KLIA’s Champions Award for Perfume & Cosmetics 2016, following up its 2013 success. Colours & Fragrances



headed 12 other contenders for the award, delivering the most outstanding sales performance of the line-up.



The colour of money: Colours & Fragrances consistently delivers high-yielding retail space

According to the judges, key factors in the retailer's success included:

- Continuous attractive promotions
- World-class shop displays
- Tremendously strong teamwork by dedicated staff
- Supportive principals
- Strong support from Malaysia Airports
- Best yield per square metre

Operations Director Datin Azah Dahlan said, "Colours & Fragrances' success in delivering continued business growth is attributed to a hands-on management approach that is backed by the company's pillar of strength – the Operations team headed by our General Manager Mohd Nor, supported by Assistant General Manager Amy Chew."

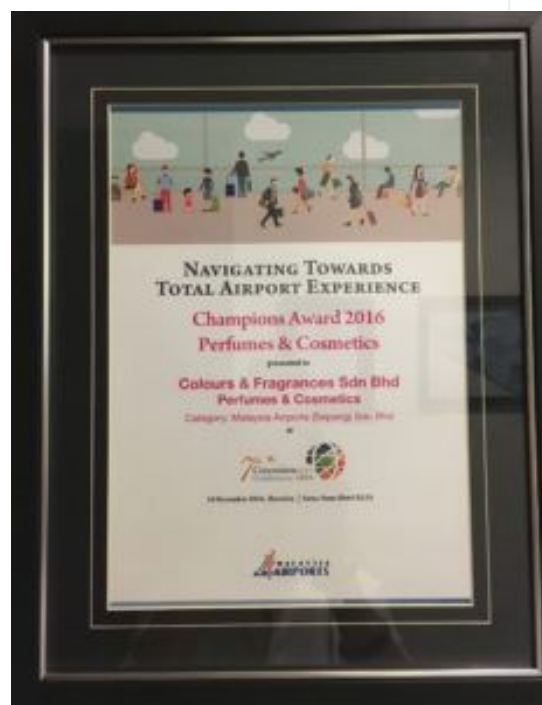
***"In spite of having a smaller shop, our yield per square metre was the very best"***

She added that 2015 has been an exciting but challenging year for travel retail. Strong partnership with landlord and brand principals has been instrumental in the company's success, she noted.

Pushing sales to greater heights was Colours & Fragrances' way of rewarding such support.

The company commented: "It was a fantastic feat for Colours & Fragrances. In spite of having a smaller shop, our yield per square metre was the very best.

"2016 for DR Group will end on a high note with the two prestigious awards in the bag. Winning these awards will spur the company to work even harder to retain its crown jewels."



Operational excellence has been the key to its success, the retailer says



True colours: A proud moment for the team as they receive the award