

Meralco powers Walter Mart's one-stop shopping convenience

Prompt energization assures timely opening for mall operator with aggressive growth plans



By pioneering the community mall concept, Walter Mart malls have brought the shopping experience closer to home for shoppers who live within a three to five kilometer radius.

Walter Mart, the company that pioneered the community mall concept, recently opened their 25th store in Taytay, Rizal. Like their other locations, Taytay was designed to be a melting pot – a one-stop shop for residents living within a three to five-kilometer radius.

Abraham Uy, Chairman of WM Shopping Center Management, Inc., said they "provide customers with the most convenient, clean, and safe mall to shop in," and do their best to "work with partners to ensure their success."

One key partner to the winning formula: Meralco.

"Meralco has always been a very good partner of Walter Mart," said Uy. "With their support, new projects have been provided power on time to ensure a timely opening, while our current malls have been operating well due to the stable power and fast service."

Creature comforts and cost-savings

Focused on the middle to mass market, the 25-year old company has made an art form of bringing together anchor-tenants and retailers who can flourish and grow.

"We take care of our tenants and we do that in many different ways, with Meralco's services and support being a big part of how that's done," said Uy.

"With the help of Meralco and their subsidiary, MServ, we were able to get chillers that are more efficient in energy use and at the same time provide a much better cooling system for our malls."

"MServ was able to convert us from secondary metering to primary metering, which enables us to use our system more efficiently, and at the same time provide us with cost savings."

Walter Mart's engagement with the utility allowed the mall operator to create a hub – a rendezvous point conveniently close for their shoppers that also provides employment opportunities to thousands of periphery residents and creates a business culture that allows retailers respectable profitability.

In recognition of their fruitful partnership, Meralco named Walter Mart a Meralco Corporate Commercial Luminary.

Looking to the horizon

The company rides the strong local economy to fuel aggressive growth. But as the metro becomes ever denser and traveling between cities a chore, community malls as a destination rises in relevance and Walter Mart is poised to take advantage. They plan to open three new malls by the end of 2018 at the Mall of Asia area in Pasay City, and in Paniqui and San Jose, Tarlac. Their long-term vision is to get to 50 malls by 2023.

Still, Uy remains mindful. "Our people are the ones that really help us become successful, so we need to make sure that we take care of them. We should be fair – to our suppliers and our partners – so that they all grow with us."

As long as Walter Mart stays true to their winning formula of looking after customers, employees, and tenants, as well having the right partnerships in place, that vision is surely within reach.

"More than providing great shopping experiences, it's important to realize malls encourage family bonding and relaxation, and provide employment for countless Filipinos," said Meralco Senior Vice President and Head, Customer Retail Services and Corporate Communications Alfredo S. Panlilio. "This is why as an energy partner, Meralco will continue to provide retail and mall developers with complete end to end energy solutions to see to their success."

To learn more about Meralco partnerships, speak to your Relationship Manager, or visit www.meralco.com.ph/corporatepartners, contact the Meralco Corporate Partners at 16210, or email corporatepartners@meralco.com.ph.



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- Abraham Uy
Chairman, WM Shopping Center Management, Inc.



(From left) Meralco Relationship Manager Darryl Francisco and Meralco Head for Private Sector Relationship Management – Real Estate Rene Sua (2nd right) stop by for a visit with Uy (2nd left) and Walter Mart Vice President & Head of Engineering Engr. Rick Santos at Walter Mart Taytay, the mall operator's 25th branch.



A reflection of the mall's tenant mix, Walter Mart Supermarket also features an eclectic selection of items.



(From left) Meralco Senior Vice President and Head, Customer Retail Services and Corporate Communications Alfredo S. Panlilio, Mrs. Jennilyn Lim-Uy, Abraham Uy, Walter Mart Malls Managing Director, Wilson Lim Jr., Walter Mart's Rick Santos, Meralco President and CEO Oscar S. Reyes, and Meralco Vice President and Head, Corporate Business Group Victor S. Genuino during Walter Mart's acceptance of the Meralco Corporate Commercial Luminary.