



BY
BENNY TEO



Clockwise from left: The expansive layout of the new massive MST Superstore.

MST OPENS SUPERSTORE AT SUNTEC CITY

MST Golf has recently opened its latest flagship Superstore

at Singapore's Suntec City Mall. With a massive floor space of 5,000 sq. ft., it is the latest of 45 stores across three markets — Malaysia, Singapore and Vietnam. The island state's largest and most comprehensive golf retail outlet with 23 premium brands, including limited editions, and eight options for their Golf Tech Shop custom fitting service, there is even a TV lounge where shoppers can relax with a cup of coffee while waiting for their turn at the fitting studio.

Brands available for custom fitting include Titleist, TaylorMade, Ping, Mizuno, Wilson Staff, ONOFF LABO, SeeMore and Miura.

Additionally, they also carry a complete range of Cobra, Callaway, XXIO, Yamaha, PRGR, Akira, Royal Collection and Odyssey golf clubs.

The segmentation of the store is such that golf fashion labels like Under Armour, Calvin Klein Golf, Nike, Adidas, Puma, FootJoy, Cutter & Buck, Antigua and PGA Tour come first as one enters, before revealing the hard goods and technical areas. "The bigger foot print of the



MST Golf bigwigs (from far left) James Pang, Ng Yap, Loh Ah Joo and KP Low.

MST GOLF Super Store allows us to deliver a desired golf shopping and brand experience to our customers.

"It also allows us to feature a complete range of apparel which also caters for consumers who are non-golfers," explained Ng Yap, chief executive and one of two founders of MST Golf during an interview after the official store opening event.

The facility is equipped with a Golf Tech Shop that offers technical services such as custom fitting for woods, irons and wedges and a Putter Fitting Studio for putters and ball fitting.

There are also Club DNA Stations for measuring club specifications and a workshop for club repair and servicing.

They use GC Quad, the latest

industry-standard launch monitor, putter fitting system and golf simulator, together with a comprehensive range of demo shafts to deliver a precise indoor fitting experience.

"We appreciate the support of all brands working closely with us to build and deliver the best golf retail concept and experience at MST Golf Superstore at Suntec City," said Dato Loh Ah Joo, managing director of MST Golf Singapore Pte Ltd, during the launch event.

"Our stores in Malaysia are regarded by many of the leading golf brands as the best golf stores in the region and we aim to do the same here in Singapore," Ng added.

The MST Golf Superstore was opened on Sept 1 and adds to only three other Superstores in Malaysia.

photos by MST Golf