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## **Grand senQ Unveils Largest Northern Region Experience Store, Redefining Retail in Penang**

*Celebrate the Grand Opening with Cashback, Savings and Freebies from 25<sup>th</sup>- 28<sup>th</sup> July while Experiencing the Latest Electronics, Appliances & Mobiles at Gurney Plaza*

GEORGE TOWN, PENANG, 25 JULY 2024 – As the lines between technology and lifestyle continue to blur, senQ, the leading Malaysian electronics retailer, is reimagining the future of shopping with the grand opening of **its largest flagship experience store at Gurney Plaza, Penang**. This isn't just another electronics store; it's a sensory playground and interactive destination designed to elevate your shopping journey.

### **Beyond Retail Aisles: A Playground for Tech Exploration**

At Grand senQ Gurney Plaza, customers step into a sprawling 16,000-square-foot playground of possibilities. With multiple entrances for easy navigation, the flagship store caters to every tech enthusiast's desires. Witness the awe-inspiring largest 98-inch QLED TV on display, or delve into the latest and greatest appliances from top brands like Samsung, Panasonic, Sony, LG, Dyson, Laifen and Philips. The well-stocked kitchenware section features established names like Tefal and Delighto, empowering you to create culinary masterpieces.

Understanding the evolving needs of modern consumers, Grand senQ Gurney Plaza is your one-stop shop for all things mobile. Not only are they an authorised Apple reseller, but they also carry the latest Samsung Galaxy flagship phones. Whether you're an Apple devotee or an Android aficionado, Grand senQ caters to your preferences, ensuring you find the perfect mobile companion.

### **Witnessing Innovation in Action - Interactive Zones for Immersive Experiences**

Grand senQ goes beyond showcasing products. Stepping inside the store is like stepping into the future. Look no further than the exclusive **Robam shop-in-shop interactive zone** – a mini-store dedicated to showcasing Robam's innovative kitchen technologies. Explore their latest offerings, get expert advice, and be amazed by a live mist-suction demonstration. This showcases the impressive efficiency of the Robam Cooker Hood, keeping your kitchen fresh and smoke-free – a testament to Robam's cutting-edge technology.

Grand senQ Gurney Plaza also introduces the first-ever Laifen experience zone in the Northern Region. Designed to indulge and empower, Laifen is a rising star in the world of high-quality hairdryers and electric toothbrushes. This dedicated zone allows you to engage in a hands-on experience with their latest products firsthand, helping you discover the perfect tools to elevate your self-care routine.

### **Grand Opening Celebrations – Unwrap a World of Rewards!**

To celebrate the grand opening, senQ is showering customers with gifts and rewards! Download the Senheng App and join the PlusOne membership program from 25<sup>th</sup> – 28<sup>th</sup> July to unlock a treasure trove of benefits at Grand senQ Gurney Plaza, including:

- Two S-Rewards Centre RM25 e-vouchers with a minimum purchase of RM100.

- Complimentary tote bag (worth RM15) for the first 50 PlusOne members daily (up to 200 customers) throughout the opening period.
- Complimentary refreshments (coffee and popcorn) to fuel your shopping experience.
- Special Grand Opening offers:
  - Up to 50% S-Coin redemption on selected models – pay only half the original price!
  - Free delivery during the opening period (4 days).
  - Trade-in Up SIZE program up to RM600\* for an easy upgrade to better products.

**Existing PlusOne members** can continue to enjoy their usual privileges at this store, including; Free Extra 1-Year Warranty, OMO (Online-Merge-Offline) Services for seamless online and in-store shopping, up to 50% S-Coin Cashback on exclusive products, PlusOne Points for loyalty rewards, multiple payment methods for your convenience, 0% Easy Payment Plan for flexible purchases and many more.

### **Experience the Grandeur at Grand senQ Gurney Plaza!**

Visit Grand senQ Gurney Plaza and know what it means to "Feel It, Test It!" Immerse yourself in the interactive experience and explore the vast selection of electronics, appliances, and mobile phones. For the latest updates, please visit <http://www.senq.com.my> or follow "senQ Digital Station" on [Facebook](#), [Instagram](#) and [Twitter](#).

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### **About senQ**

senQ® is a brand under Senheng New Retail Berhad, which also owns Senheng®, one of the leading consumer electronics chain stores in Malaysia. First started in December 2003, it has since grown into more than 30 branches across Malaysia in 2021. Helmed by the Lim brothers, K.H., K.C. and K.Y., both Senheng® and senQ® have gained their reputation and credibility that have made waves in the industry through progressive, forward-looking, and innovative touches.