New space employing 9 people, with interactive kiosk providing a wide range of sports products in full comfort

New Sport Zone outlet in Pombal

Sport Zone has strengthened its presence in Portugal with the opening of a new retail outlet in Pombal. The unit is located in Pombal's Continente Shopping Centre. It has a surface area of 250 m2 and employs 9 staff.

The new shop has an innovative new interactive kiosk providing customers with access to information on more than 15 thousand products with photographs and descriptions, enabling them to make their purchases. The new Pombal Sport Zone shop therefore provides all of its customers with access to a wider and more complete range of sports products without the need to leave the shop, with full comfort and convenience.

The new Pombal shop follows the recent launch of the online store for Sonae SR's sports brand and is a reflection of Sport Zone's multichannel strategy. Sport Zone is seeking to strengthen its leading position in the Portuguese market by promoting a model of complementarity between its retail outlets (more than 75 nationwide) and the digital channel.

Filipe Rios, Sport Zone's director of marketing, says: *"The new Pombal shops reaffirms our multi-channel strategy and offers clear added-value for our customers. The inclusion of an interactive kiosk means we can enhance our service and makes it possible for customers to buy a wide variety of products that, due to physical limitations, would not be available otherwise. This is a technological development which will improve the buying process by giving customers the flexibility to pick up their items at the shop or opt for home delivery. We offer real added value to those who visit us and every day we make our specialized sports knowledge available to our customers".*

The new unit is characterised by the harmony of the space, which combines functionality and emotion. The shop has a modular arrangement, with areas and items representing world benchmark brands in all major sports, thus enriching the customer's experience and encouraging participation in sport in the region.

The new Sport Zone shop in Pombal's Continente Shopping Centre is located in Quinta do Casarelo, Pombal, and is open from Sunday to Thursday, 10:00-21:00, Fridays and Saturdays, 10:00-22:00.

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