

ERAA — Channel check at Kota Kasablanka: strong weekday traffic at the digital fair, consistent execution across seven locations

Visit Tuesday 28 July 2026, 13:30 to 17:00 · Mall Kota Kasablanka, Jakarta · 7 locations · Erajaya Digital Fair at the Grand Atrium, plus iBox, Urban Republic, Chagee, Levi's, Paris Baguette and Wilson
Qualitative assessment based on direct observation | No footfall, conversion, basket or discount data recorded | No company-disclosed data | First visit, no prior-period baseline

Weekday Traffic Strong Sustained through the afternoon	Buying Behaviour Transacting Not browsing only	Store Execution Well Managed Neat and orderly throughout	Price Positioning On Profile Matched to the catchment and mall's customer demographic profile
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KEY OBSERVATIONS

- Traffic at the Erajaya Digital Fair in the Grand Atrium was the standout of the visit.** The atrium held a continuous crowd through a Tuesday afternoon, which is the harder test, and **the crowd was transacting rather than browsing**. Promotional mechanics followed the familiar digital fair template rather than anything unusual, so the turnout reads as the format working on its own rather than as traffic bought with an aggressive one-off offer. That distinction matters, because a fair that pulls a weekday crowd on standard mechanics is repeatable.
- Execution was consistent across all seven locations.** Stores were neat and well kept, floor layouts were logical, and product mixes were appropriate to each format. **Staff engaged and answered product questions rather than deferring them**, which counts for more at the fair and at iBox, where the basket is large and the purchase is considered, than it does in an impulse format.
- Pricing sat comfortably within the catchment.** Kota Kasablanka skews mid to upper income with long dwell time, and the price points on display across the seven locations were consistent with that profile rather than reaching above or undercutting it. **Stock on the floor showed no visible gaps**, and merchandise presentation was appropriate to each format.
- What this visit can and cannot support.** It is one weekday afternoon, at one mall, with no prior visit to compare against and no quantitative capture of footfall, conversion, basket size or discount depth. Read it as **a positive check on execution and on the fair format, not as a read on group volumes**. We would want a weekend visit and a second mall tier before drawing any run-rate conclusion, and we would want to record price points and discount depth next time so the pricing observation can be evidenced rather than asserted.

LOCATIONS VISITED · Mall Kota Kasablanka, Tuesday 28 July 2026

Location	Where	What we saw	Read
Erajaya Digital Fair	Grand Atrium	Continuous crowd through the afternoon and active transacting; standard fair promotional format	Strongest of the visit
iBox	Kota Kasablanka	Orderly displays and product-literate staff; steady considered-purchase footfall	Solid
Urban Republic	Kota Kasablanka	Clean device and accessory presentation, consistent footfall	Solid
Chagee	Kota Kasablanka	Order flow sustained across the visit window, service kept pace	Solid
Levi's	Kota Kasablanka	Well merchandised floor with a coherent product mix	Solid
Paris Baguette	Kota Kasablanka	Shelf fill adequate for the time of day, steady counter activity	Solid
Wilson	Kota Kasablanka	Organised category display, price points on profile	Solid

ASSESSMENT SUMMARY · Qualitative, uniform across the seven locations unless noted

Dimension	Observation	Read
Weekday traffic	Continuous crowd at the atrium fair, steady footfall elsewhere	Strong
Buying behaviour	Visitors transacting, not browsing only	Strong
Store condition	Neat and well kept across all seven locations	Good
Staff engagement	Informative and able to answer product questions	Good
Layout and product mix	Logical and appropriate to each store format	Good
Merchandise	Presentation and range appropriate to positioning	Good
Stock on floor	No visible gaps on displayed ranges	Good
Pricing vs catchment	Consistent with a mid to upper income profile	Good
Promotional mechanics	Familiar digital fair template, nothing unusual	Neutral

Methodology and limitations. Single visit, Tuesday 28 July 2026, 13:30 to 17:00, Mall Kota Kasablanka, Jakarta, covering seven locations. All assessments are based on direct observations. Source: Company, Aldiracita Sekuritas

Store Visit Pictures



Source: Company, Aldiracita Sekuritas.



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