

Retail outlet opens multimedia store

Kenyan retail outlet [Nakumatt Holdings](#) is opening a multimedia store that will be branded as Planet Media and is reportedly valued at KSh 25 million (USD 312 000). The store will feature Kenya's largest selection of books, toys and entertainment mediums including music and movie CD's and DVD's alongside a fully fledged interactive gaming section.

By Carole Kimutai: [@CaroleKimutai](#) 2 May 2012



Speaking when he announced the commissioning of the new Planet Media stores, Nakumatt Holdings' managing director, Atul Shah said the firm's expansion to entertainment and educational media retailing is part of the firm's overall corporate strategic plan to enhance its retail offering covering both the traditional and emerging retail platforms.

"We are now planning to open the doors to Planet Media which is a new generation media store that will be retailing a wide selection of DVD's, CD's, toys, books, home entertainment units and related gaming gadgets," Shah explained.

The first Planet Media store will be located at Westgate Mall in Nairobi and will also incorporate Kenya's first branded entertainment market. Within Planet Media, consumer electronic houses Samsung, LG and Sony will showcase their range of home entertainment units and gaming consoles.

Progressively, Planet Media also hope to unveil Kenya's first fully-fledged BOSE digital consumer electronics store and has also expressed an interest to develop a mini Apple store subject to license agreements from the respective manufacturers. Planet Media will provide a retail platform for consumers to try out the range of media products on sale in a conducive environment.

"Retailing of entertainment media requires an environment where the consumer can conveniently sample the range of music, movies or gaming consoles on offer," Shah said.

ABOUT CAROLE KIMUTAI: [@CAROLEKIMUTAI](#)

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#). View my profile and articles...