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Press Release

ALLE opens its first store outside of Addis Ababa at Shashemane in the Oromia region

ALLE has opened and started operation of its cash and carry wholesale store in Shashemane town of the Oromia region. After inaugurating its first store in May 2014 in the presence of H.E. Prime Minister Hailemariam Desalegn, the opening of the Shashemane store brings ALLE's total number of stores to four and is the first step in ALLE's expansion plans to the regions.

Higher government officials including H.E. Ato Abdulaziz Mohammed, Vice President of The Oromia Regional State; H.E. Ato Neway Gebre-ab, Chairman of the BoD of ALLE and Economic Advisor to the Prime Minister with the rank of minister; H.E. Kebede Chane Minister, Minister of Trade; local government officials and elders/Aba-Gedas among others have graced the inauguration ceremony with their presence.

The general manager of the company, Ato Nuredin Mohammed said in his inaugural speech that the store will provide the local community high quality consumer products with competitive prices helping to stabilize prices and supply of basic consumer goods. The store gives services to the community through retailers, consumer associations and service giving institutions such as hotels, restaurants and cafés. Government and other institutional employees are also beneficiaries through associations they establish in their respective institutions.

“ALLE has reached availing more than 500 store keeping units (SKUs) from 147 when it first started its operations,” Ato Nuredin has said. “By increasing the number of SKUs, ALLE will provide all the products its customers need in one stop shopping under a single roof.”

Besides serving the local community, ALLE will be profitable in opening its first ever regional store in Shashemane where there is a high volume of business transactions, Ato Nuredin has noted.

ALLE will open more than 36 stores in 27 more populated cities and towns across the country. In a few weeks' time it will open its fifth store in Hawassa, the capital of SNNPR. ALLE has also planned to open its stores in Bahir Dar, and Dessie towns soon. Stores in Jimma, Mekelle, Adama and Dire Dawa are in the pipeline to be completed in this fiscal year which will make the number of stores around ten. ALLE will thrive to open its stores and reach all areas across the nation in the coming two years, Nuredin has added.

ALLE, a trade name for the Ethiopian Trading Enterprise (ETE) was established to curb price hiking on consumer goods and stabilize supply of these products. It also has objectives to introduce modern wholesale and retail trade practices and act as a model to encourage the private sector to follow suit.

For More Information Contact Corporate Communications.

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