

PRESS RELEASE



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AllHome Maximizes Opportunities in the “New Normal”; benefits from the AllValue retail ecosystem

The COVID-19 pandemic, that had put Luzon on immediate enhanced community quarantine (ECQ), caught most off-guard. Despite these circumstances, AllHome has proven itself capable to navigate the new normal as it continues to cater to the home improvement and construction needs of more and more Filipinos.

AllHome was able to capitalize on its store formats and its store locations that are strategically positioned in existing communities or in close proximity to residential developments. This proved to be a distinct advantage during the ECQ period when customers practiced health security measures and minimized travel to and from their homes to buy essential products.

The presence of supermarkets in the AllValue retail ecosystem proved invaluable to AllHome during the ECQ. The supermarket presence provided a footfall advantage as AllHome put up complementary pop-up stores that provided essential home products to the customers. AllHome also capitalized on the sudden acceleration of Filipinos' adoption of e-commerce due to the ECQ. Relying on previously built-up social media assets to stay connected to its market, AllHome used engaging content on Facebook, Instagram, Twitter, YouTube and even Pinterest, to market to customers looking for various home improvement products. “We were able to generate sales from our pop up store This augmented the company’s financial capacity to brace the challenging circumstances.”, says Benjamarie Therese N. Serrano, AllHome’s President.

The Company, reported a 34% increase in its topline for the 1st quarter of 2020 to P3.4 billion brought about by the contribution of its new store openings in the last quarter of 2019.

AllHome Vice Chairman Camille A. Villar added, “Over the course of the ECQ, AllHome launched two Viber Communities for two different consumer sets: (1) Shop Online at AllHome for end users, and (2) AllHome Builders Shopping that targeted contractors and other related-industry professionals. Amassing a remarkable 7,438 and 1,413 members, respectively, over the ECQ period, these communities pushed product and promotional content, highlighted AllHome’s safety policies, and created awareness for AllHome’s presence on other e-commerce platforms.”

In addition, AllHome tapped into the bustling activity of all community-based Viber and Facebook groups that were natural customer fits for its 45 store locations across the country, thereby using these as additional alternative digital selling platforms nationwide. All these further proved AllHome’s ability to quickly move and rise to the challenge.

AllHome Corp., a pioneering one-stop shop home store in the Philippines that listed in the Philippine Stock Exchange in October 2019.

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