

Canon



- Building Name: Eton Cyberpod Corinthian Building
- Total Area Transacted: 101.99 sq.m
- Transaction completed in approximately 5 months

Requirement

Canon Marketing (Philippines), Inc. is an imaging company with an extensive product line of input and output devices. Its Philippine Headquarters was in need of a showroom to display its most updated products for sale. Known throughout the world for its remarkable technology, flexibility, and ability to address complex business requirements, Canon required a space that would convey this success and serve as an excellent place to showcase their products as well as serve as a service center for their products.

Challenge

The main challenge in this case was finding a space that allowed for high visibility for Canon's brand as well as their products along with convenient accessibility for their employees and customers. Another challenge was finding a space that fit this requirement given that Canon was also on a very tight budget.

Solution

KMC MAG Group presented a portfolio with a variety of options and assisted the client in the identification of the most strategic location for the client to position its requirement. The company represented the client's interests in all negotiations with property owners and employed strategic approaches for the client's lease consolidation. The space was strategically located and as a showroom, it was able to deliver its purpose which was to highlight and present the client's most up to date products and business solutions services. KMC MAG Group was able to secure a good deal for the client for their new 101.99 sq.m retail space on the ground floor of Eton Cyberpod.