



BEST Project case study:

Bestway Supermarket

200-208 Lonsdale Street, Dandenong

About the Bestway Supermarket

Bestway Supermarket, in Lonsdale Street, Dandenong, is owned by Mr. Mohammad Reza Khademi. Mr Khademi opened the store in March 2013 and since then, it has become known for its size and the range of products it stocks, including fruit and vegetables, meat, bakery items and household wares.

Perhaps a lesser known feature of BestWay Supermarket is the prevalence of energy-saving measures that Mr Khademi has implemented, with the advice of his son and an electrician. The measures have saved Mr Khademi considerable amounts of money on his electricity bills and demonstrated the business case for saving energy.



Saving energy at Bestway Supermarket

After purchasing the Bestway Supermarket premises in March 2013, Mr Khademi started to renovate the building in preparation for the launch of the business. During the renovation process, Mr Khademi heard about energy-saving options from his friend, including the installation of LED bulbs.

Mr Khademi's son, Hamed, explains, "We didn't use LED lights in our previous business, but my father's friend, who is an electrician, suggested that while renovating the building, we should use new, energy-saving technologies". This led to the installation of more than 600 LED bulbs in Bestway Supermarket, which are 4-5 times more efficient than comparable incandescent or halogen bulbs. Hamed adds that they plan to replace the remaining TUBE? bulbs in the back area of the store in the near future, to achieve further energy savings.

Another key measure that significantly reduces electricity consumption at Bestway Supermarket is the customisation of the cool room. "Since we bought the cool room, we have tailored it to improve its performance and meet the business's needs", Hamed explains. "For example, we used double walls to provide added insulation, which prevents loss of the cool air and reduces the electricity consumption of the unit".

Bestway Staff are also educated about energy-saving measures and signs are in place to remind staff to turn off lights when they are not in use. A zoning system is also employed to allow specific areas of the shop to be cooled – particularly areas where perishables are stored – rather than non-targeted cooling of the entire store.

"If you know that you can save energy in certain areas, then you will look for solutions," Hamed said. "Obviously everybody is concerned about electricity costs and trying to minimise costs".





Energy savings achieved at Bestway Supermarket

Considering lighting, refrigeration and cooling represent around 85% of electricity consumption at Bestway Supermarket, the measures that Mr Khademi has implemented have the potential to reduce the business's electricity costs significantly and the results are already evident.

Hamed points to Bestway Supermarket's electricity bills as an indication of the energy savings achieved so far. "In our previous business, which was about 200 square metres, our bill was around \$3000 per quarter, but here the area is 1600 square metres but our bill is only around \$5000 per quarter." This means that for a shop space that is eight times larger, the total electricity bill is less than double that of the previous, smaller premises. Indeed, the energy assessment completed under the Business Energy Smart Tips (BEST) Project revealed that the LED light bulbs alone are reducing Bestway Supermarket's electricity consumption by 56%, compared to the use of comparable fluorescent bulbs. This equates to a saving of around \$15,000 per year.

"When we bought this business and since it is large in area, it was important for us to think about the energy saving aspects as well," Hamed said. "When we decided to implement the energy saving measures, we knew that it would be beneficial for us in the long term and it would be a kind of investment for the future."

What's next at Bestway Supermarket?

Mr Khademi and Hamed plan to replace remaining conventional light bulbs with LEDs and are focused on the long term benefits of the energy saving measures. As Hamed notes, "Obviously the energy saving measures bring for us some huge savings and we can invest these saving in our business and ensure we utilise the savings and resources in the best possible way for our business and for Bestway Supermarket's customers." Hamed also believes that other small businesses could benefit from Bestway's experience with energy saving measures; "Seeing the benefits to our business, we recommend that other businesses do the same and we are keen to share our story with others".



"When we decided to implement the energy saving measures, we knew that it would be beneficial for us in long term and it would be a kind of investment for the future."



Halogen light bulb (left), LED light bulb (right)