



SA Shopping Mall Index

Providing a detailed spatial view of South Africa's shopping malls, their unique trade areas, shoppers characteristics and shopper behaviour



AfricaScope creating new business opportunities | predicting future trends | actional insights

GIS DATA | BIG DATA | BETTER DECISIONS



A **unique** information company
that's **passionate** about
Africa's development

Passionate about Africa's development
Strategic information for decision making
Innovative data products and services

OUR SERVICES

Research Survey Support



We are committed to ensuring the highest quality standards and integrity in all aspects of social research. We work together with clients to strengthen the integrity of their research by providing technical assistance and training in all research functions from sample design, fieldwork mapping, field training & monitoring to data collection and reporting services.

Geospatial Services



We source and provide unique and innovative geospatial datasets for South Africa and Africa. Groundbreaking qualitative & quantitative methods are used to map information from household surveys. Specialist services are provided from spatial analysis to optimizing the location of retail outlets and government services



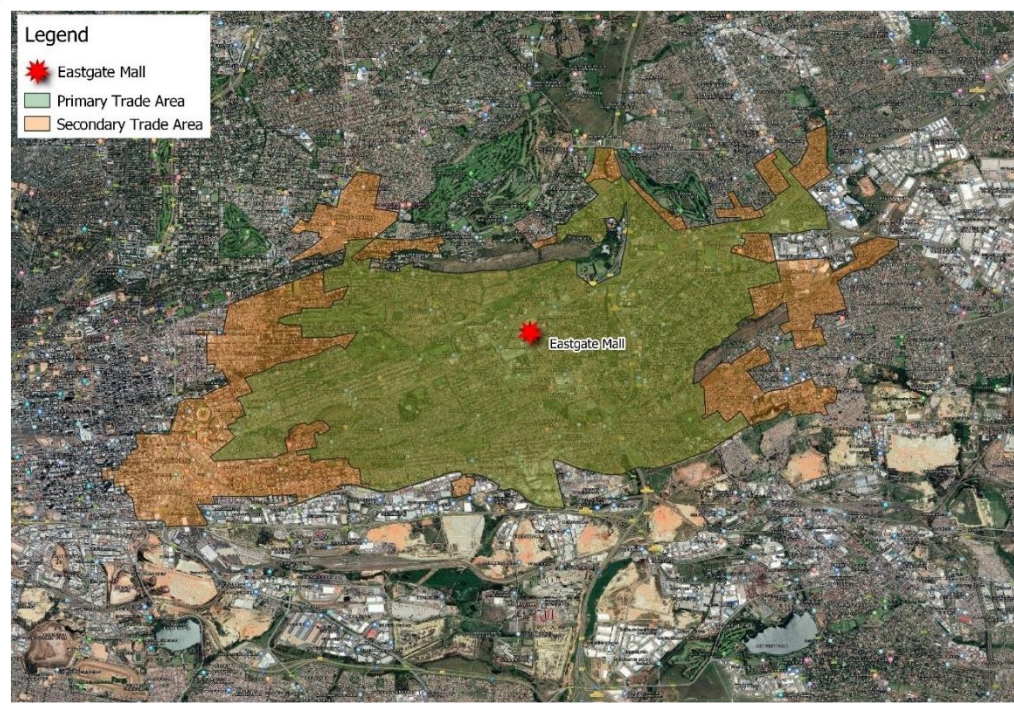
Objectives

To provide the most comprehensive, **single source data**, on an **interactive web-based portal** of information for all South African **Shopping Malls** to empower informed strategic decision making.

Why was the **Shopping Mall Index** developed?

- The shopping mall trade area database is a powerful tool that will enable marketers, retailers, mall and property owners, investment advisers and capital investment firms to make informed decisions about the future of their existing mall portfolios.
- Large amounts of data about shopping malls is available but not in a single source that includes mall details, location of mall, the unique geographic trade areas, size of trade area, potential available spend as well as detailed demographic data on the shoppers population.
- Understand the competitive landscape of trade areas allows for better decision making to minimise brand cannibalisation or retail category saturation.

Data available in the Shopping Mall Index



Mall Location: Point Level Data of approximately 2000 malls across South Africa

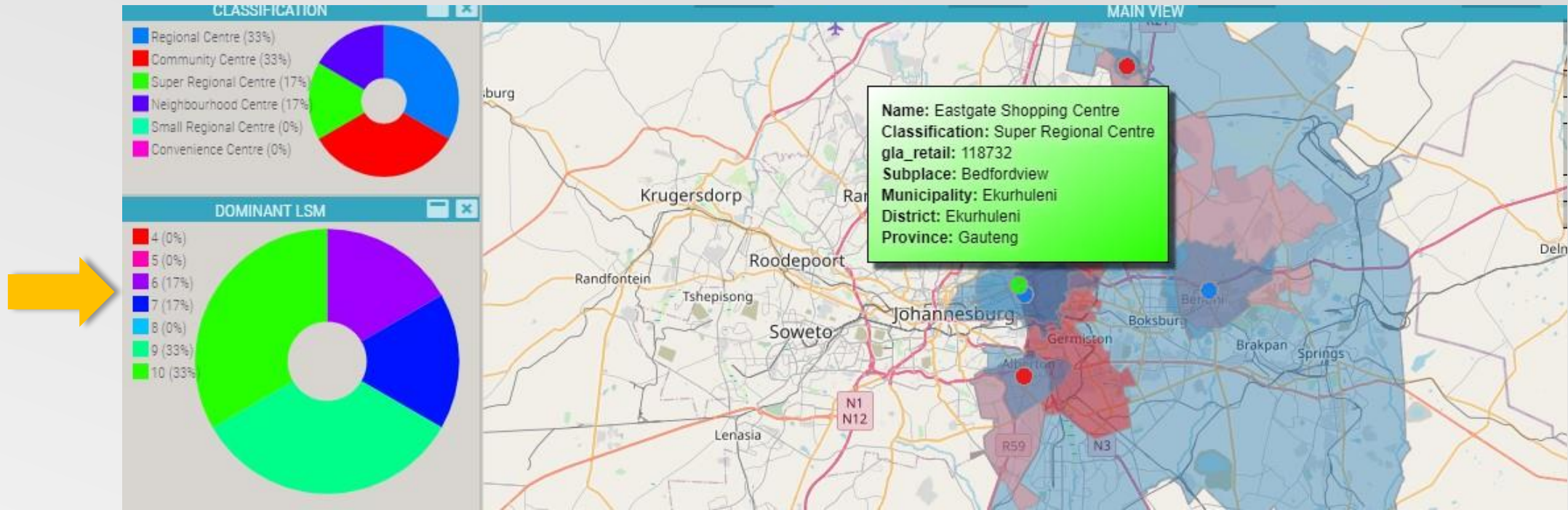
Mall Data: Name of mall • Size in GLA • Mall Classification
• Any custom mall variable can be added

Mall Trade Area Data: A **Primary** trade area, where 60% of shoppers come from, is the minimum trade area required for a mall to be sustainable. This has been defined using travel time and capacity parameters provided by the SA Council of Shopping Centres (SACSC) • A **Secondary** trade area where 80% of shoppers come from

Shopper Population Data • Detailed Demographics • Size of the Shopper Population • Spending Habits • Available Income • LSM

Access to the **Shopping Mall Index** on a Web-Mapping Platform

Hyperlink to a sample set of **Shopping Mall Index** focusing on the Ekurhuleni Metro the (Click on image to the right)



Web-Mapping technology provides you with the tools to visualize and analyse dynamic information to solve critical, real-world challenges.

Simple to Navigate web based platform is used to visualise and analyse dynamic data to unlock solutions to operational challenges.

Transform data into a smart digital geo-visualised reality. Users are presented with analytical view of their data in a web mapping environment.

CONTACT US



Julie-Anne Bell
Business Development Manager



julie-anne@africascope-sa.com



082 650 9228



www.africascope.co.za



@Africascope_sa



202 Bluebell Street
Waterkloof Glen
Pretoria
South Africa



Thank you