

CASE STUDY 2

**Exit Survey /
Catchment Study**

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**How can my mall attract more
visitors?**

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Considerations

- **Who are our shoppers? What do they spend on?**
- **Who are our non-shoppers? Why don't they come to our mall?**
- **Are shoppers satisfied with the mall? What shops, services and events do they want?**
- **How does our mall compare with competing malls?**

What We Did



Quantitative surveys via interviews with mall visitors at the exit



Focus group discussions and house-to-house interviews with surrounding residents/ office workers



Gathered feedback on multiple mall concepts



Evaluated brand images in comparison with competing malls

Enabled Our Client To



Optimise their tenant mix / leasing strategy and increase rental yield



Be confident in deciding which improvement effort to prioritise after reviewing our report



Strategically brought in new retailers based on our recommendations

