

CASE STUDY 3

**Market Study –
Market Potential
for New Sites**

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**What is the best type of mall I can
build here?**

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Considerations

- **What is the sustainable size for the shopping mall?**
- **How can I capture the market of the surrounding residents?**
- **Who are the competitors? Should I be wary of them?**
- **What is the most feasible development strategy?**

What We Did



Evaluated and analysed the site location and profile of surrounding residents



Conducted surveys and focus group discussions and brainstormed ideas with surrounding residents



Performed case studies on competing and other relevant malls



Modelled the supportable size of the mall



Projected potential gross income, ROI (return on investment) and no. of visitors

Enabled Our Client To



Finalise the development, sizing, phasing, leasing, and marketing strategies of the mall



Engage potential retailers with highly relevant data on the target catchment

