

SHOPPER&RETAIL

CLIENT

A Mall Developer

THE CHALLENGE

To identify potential shoppers and optimize the tenant mix for an upcoming mall, in one of the fastest growing cities in India.

OUR APPROACH

Brandscapes conducted primary research in the catchment area, to profile the residents of the catchment area and understand their shopping, eating out and leisure / entertainment habits.

THE WINNING INSIGHTS™

The analysis clearly identified the core segment that the mall would cater to and the competitive context in which the new mall would be evaluated.

Category opportunities were identified for the mall, and guidelines were given for food options and entertainment ideas, for driving mall revenue.

THE RESULTS

The findings of the study had a direct impact on the leasing strategy of the mall, by helping develop the mall's positioning strategy and identifying the right tenant mix that would be compatible with the lifestyle and aspirations of the target segment.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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