



Case study: Sourcing new ideas for offers and services

BOOK A MEETING

Discover how a regional shopping center was able to fill vacant cells and find a differentiating positioning!



The company presented in this case study is a **shopping center located on the outskirts of town**, offering a variety of stores and services around ready-to-wear and fast food. The mall was **having difficulty attracting tenants**, due in part to an offer that offered **little differentiation** from its larger competitors.

Prior to our intervention, the mall's offer included some thirty fast-food and ready-to-wear chains. **Most of these chains were already present** in competing centers.

The center was located close to a freeway, but **faced a competitor's center specializing in ready-to-wear**, with over a hundred banners, which had recently been set up a few kilometers away, at the entrance to the town.

The **retail budget was tight**, and the aim was to **find qualified tenants willing to move into the center**.

The major challenge was **to fill the commercial cells**

The center validated **the creation of a health center** and used our database to find 5 tenants.



After taking into account more than 15 indicators on supply, demand, satisfaction with existing offers, distance to the first similar offer, we were able to identify 4 needs in the area, either because there is demand but no offer (no referenced offer), or because there is demand but the offer doesn't meet demand (poor online ratings).

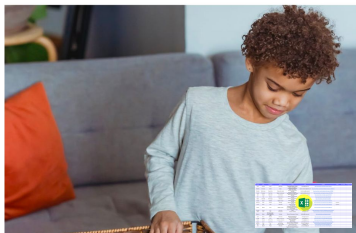
A database of potential tenants was supplied to the center and contacted to generate qualified appointments.

Strategy 1 : Creating a supply deficit in the region

A gynecologist's practice

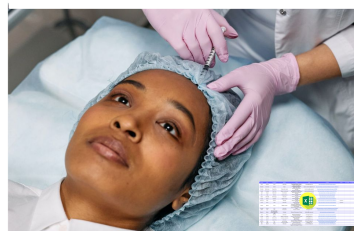


Speech therapist

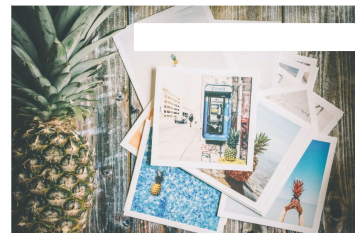


Strategy 2 : Create a better offer than the existing one

Dermatologist



A post office





Would you like to find out more about how we achieve these results?
Come and meet us!

Amélie Jariel

+33 6 10 56 77 03

amelie.jariel@go-yourban.com

www.go-yourban.com

BOOK A MEETING