

# Lifestyle, Home and Beauty



**mali** @ **Carnival**

## Phase 2: OPENING AUGUST 2011

Adding 42 000m<sup>2</sup> of new shops, including:

**CheckersHyper**

**SK** STERKINEKOR  
THEATRES  
ALWAYS BETTER  
ON OUR BIG SCREEN

**Dis-Chem**  
PHARMACIES  
Pharmacists who care

**game**

# Food, Fashion and Fun

# **MALL@CARNIVAL: LOCATION AND BACKGROUND**

The **Mall@Carnival** is an upmarket **Regional Shopping Centre** of approximately **30 000 m<sup>2</sup>** at the intersection of Airport and Heidelberg Roads and the N17 and R23 highways in Dalpark, Brakpan, where shoppers can enjoy free convenient and secure parking, get their shopping done in style or meet some friends for lunch or coffee in one of its fantastic restaurants - all under one roof!

The Mall was **officially opened on 27 October 2005**, and consists of **105 shops, 260 covered parking bays and 1,600 open bays**. Current anchor tenants include **Pick 'n Pay (5,000m<sup>2</sup>)**, **Edgars (2,500m<sup>2</sup>)**, **Woolworths (2,800m<sup>2</sup>)** and other national retailers such as **Truworths, Markhams, Mr Price, Clicks, Ackermans**, to name a few. Part of the mall is developed as a Retail Mart including tenants such as **KFC, Steers, Blockbusters Video, Romans Pizza, and Midas**.

The Mall's location on the main "arteries" through Brakpan and the East Rand makes it highly visible and accessible, but also finds itself strategically situated between the primary and secondary catchment areas of **Brakpan, Springs, Heidelberg, Nigel, Benoni, Boksburg, Kwa Thema, Tsakane, Duduza**. This intersection is used by **± 50 000 vehicles per 24-hour period**, and approximately **80% of residents** in the trade area use either Airport, Heidelberg Roads or the N17 as a daily traffic route.

The good balance between retail, services and entertainment coupled with its ideal location ensure that the Mall@Carnival has become a success, and created a totally new retail and business node in the East Rand, by being the **largest mall in Brakpan**. Due to the success of Mall@Carnival a number of requests have been received from current and new national retailers to increase their floor area as well as opening new facilities in the mall. Pick 'n Pay Supermarket has already expanded its floor space by 17.5% in 2008.

We have thus commenced construction for the **Phase 2 extension** of the centre to the South side, and are **adding another ± 42 000 m<sup>2</sup> on a double level** which will link up with the existing mall, and will include another **4 new anchor tenants (Checkers Hyper, Game, Dischem, and Ster Kinekor)**, bringing the **Mall@Carnival to ± 72 000m<sup>2</sup> and large Regional Centre status**.

The Phase 2 Extension is on track to open in **August 2011**.



# CATCHMENT AREA

- ❖ The **primary catchment area** includes an area within  $\pm 8$ km from the mall of predominantly free-standing houses, with pockets of cluster and townhouses scattered throughout the catchment area.
- ❖ There are  **$\pm 40\ 000$  households ( $\pm 136\ 000$  people)** residing in the **primary trade area** which belong in the medium to high income bracket (R11 000 – R100 000+ per month).
- ❖ The **bulk of new residential development** in Brakpan is located around the Mall@Carnival, and these new households fall within the **LSM 9-10** (R15 000 – R 20 000+ per month) bracket.
- ❖ The **secondary catchment area** includes an area of  **$\pm 25$ km** radius from the Mall with the net monthly household income ranging from A<sup>++</sup> (R100 000 per month) to E (R1 600 per month) and includes:
  - the entire Brakpan;
  - the southern and south-eastern parts of Boksburg;
  - the southern side of Benoni;
  - portions of Springs;
  - Nigel;
  - Heidelberg;
  - Kwa Thema;
  - Tsakane;
  - Duduza
- ❖ Current support from the secondary trade area is  $\pm 12\ 000$  households (**42 500 people**) at this stage and expected to increase when Phase 2 is completed, with more customers from Benoni, Boksburg, Springs, Nigel and Heidelberg, due to the extended facilities that will be on offer.
- ❖ Total estimated **population** in the primary and broader secondary trade area is  **$\pm 570\ 000$** , and consists of black, white and Indian racial groups, and is growing rapidly.

## FINANCIAL INFORMATION AND TRADING PATTERNS

- ❖ The Mall@Carnival is patronised by an estimated **400 000 shoppers per month** and achieved an **average annual trading density** for January to December 2009 of  **$\pm R\ 23\ 100/m^2$  (excl. VAT)**.
- ❖ **70% of our shoppers** represents an average age of 40 years, a household income of almost R35 000 per month and **LSM 9 and 10+**.
- ❖ The Mall@Carnival is supported by **68%** of the shoppers on a weekly or more frequent basis, thus indicating the high convenience element of the mall.
- ❖ The Average Dwell Time of the shoppers in the mall is **83mins**, slightly above benchmark.
- ❖ Development in Brakpan is **in an upward phase** and there are  **$\pm 5\ 000$  new houses** being developed in the primary catchment area over the next 3 years.



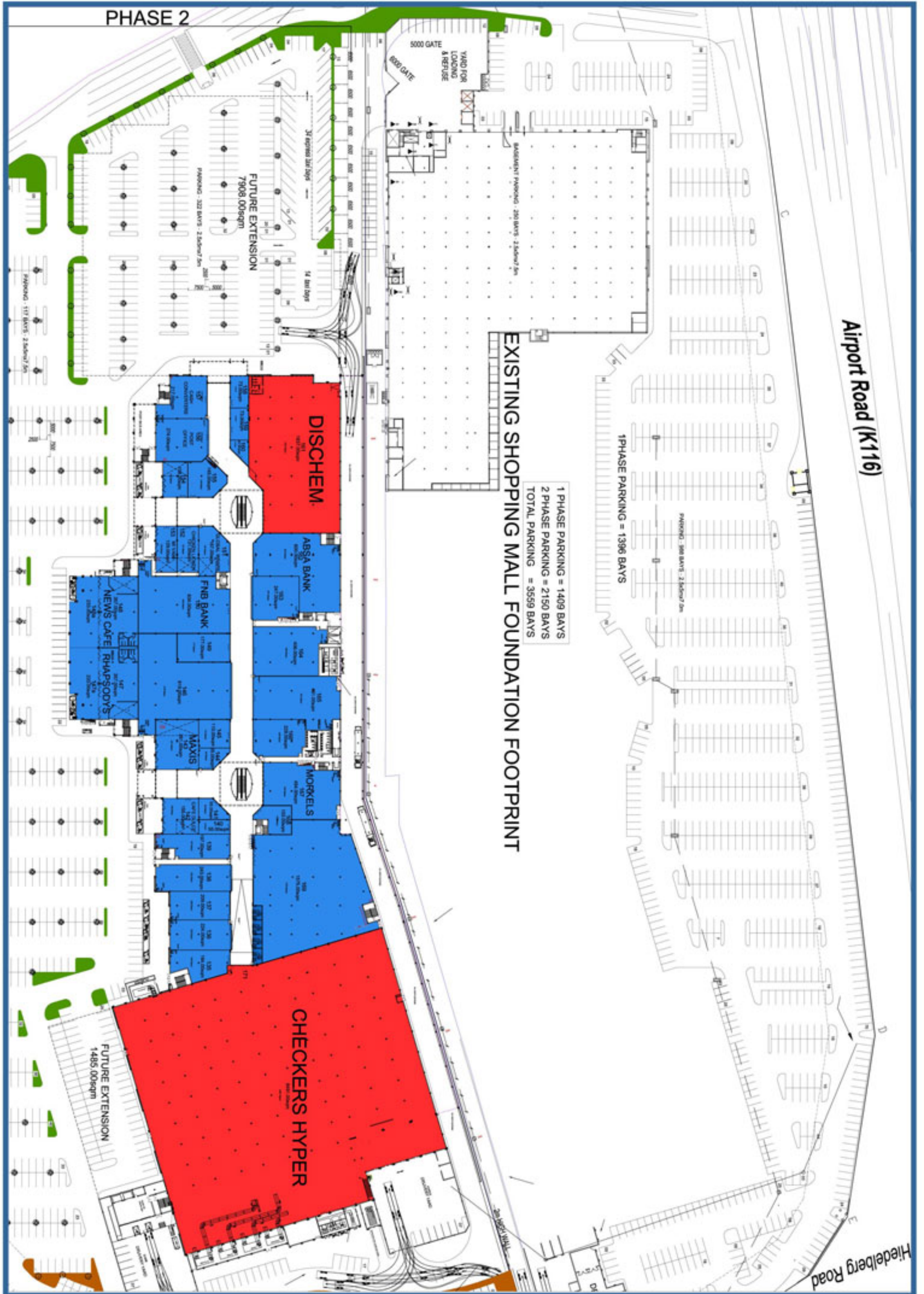
# PHASE 2

## LOWER GROUND LEVEL

**Phase 2 Lower Ground Level will include the following tenants:**

**Anchors: CHECKERS HYPER (8 500m<sup>2</sup>) and DISCHEM (1 600m<sup>2</sup>)**

**Other Tenants:** Furniture stores, Value Fashion, Banks, and Fast Foods.



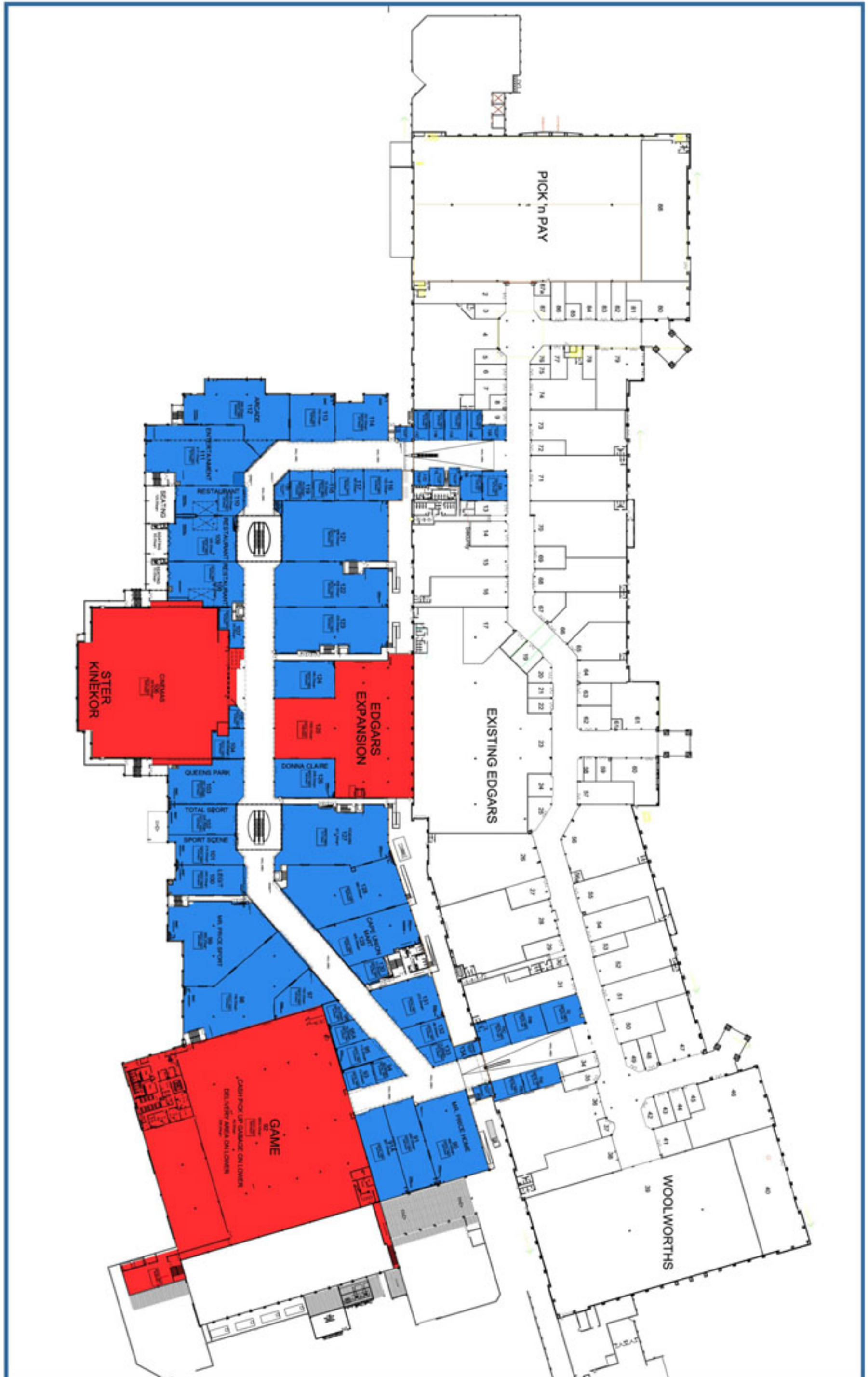
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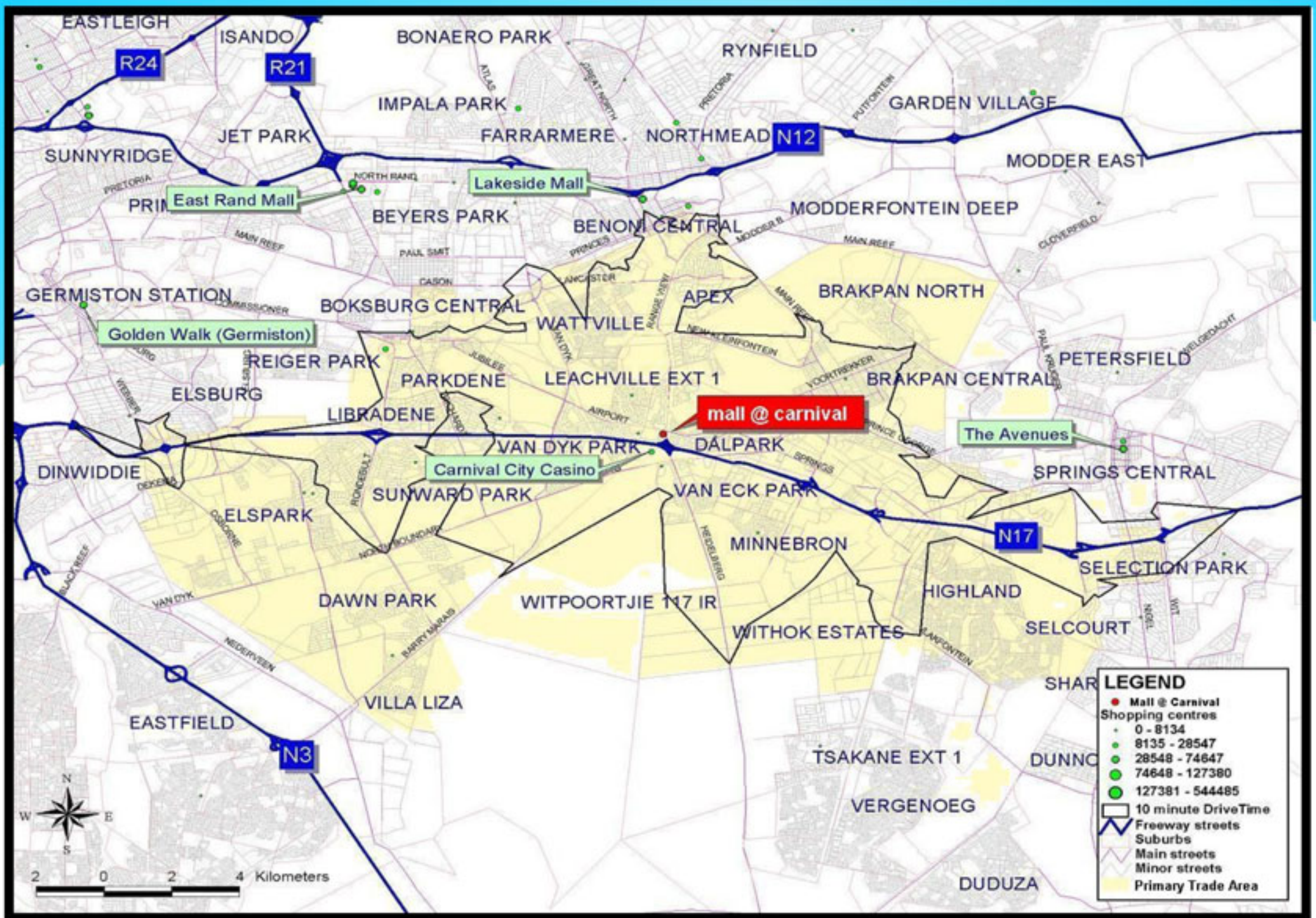
## GROUND FLOOR LEVEL

**Phase 2 Ground Level will include the following tenants:**

**Anchors: STER KINEKOR CINEMAS (2 800m<sup>2</sup>) and GAME (5 000m<sup>2</sup>)**

**Other Tenants:** Fashion, Electronics, Restaurants and Entertainment (arcade, bowling, etc)





**For any enquiries please call**



**Petra Foord**

Tel: (011) 915 0223

Cell: 082 553 8134

Email: [petra@anaprop.co.za](mailto:petra@anaprop.co.za)

**Dimitri Thomas**

Tel: (012) 656 8957

Email: [dimitri@anaprop.co.za](mailto:dimitri@anaprop.co.za)

