




**EXPLORING The VALUE
OF
CENTRE MANAGEMENT**

OASIS

Shopping center services

RETAIL REAL ESTATE FORUM 2013

INTERCONTINENTAL BUCHAREST, 23.10.2013



**EXPLORING The VALUE
OF
CENTRE MANAGEMENT**

1 The COMPANY

1 The COMPANY

OASIS

OASIS
Shopping Center Services

- More than 20 years of experience in Development and Management of Retail Real Estate in Germany, Austria, Czech Republic, Slovakia, Hungary and Romania
- Leading Real Estate Developer in Romania
- Expansion Partner with international Retail Chains in Austria, Hungary, Czech Republic, Slovakia
- Retail under Management since 1999: 20



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1 The COMPANY

PROPERTY
MANAGEMENT

ASSET-
MANAGEMENT

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LEASING

ASSESSMENT
OF SITES

FEASIBILITY
STUDY

MARKETING

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1 The COMPANY



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SHOPPING CENTERS UNDER MANAGEMENT



GLA	35.000 sqm
Shops	140
Parking Spaces	1.300



GLA with Auchan	48.000 sqm
Shops	95
Parking Spaces	1.800

1 The COMPANY



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THE MALL TREND # 1

- ARE THIRD PLACES
- ENTERTAINMENT DESTINATIONS
- PLACES TO MEET & GREET
- TALK OF THE TOWN
- SOCIAL NETWORKS

2

The SITUATION



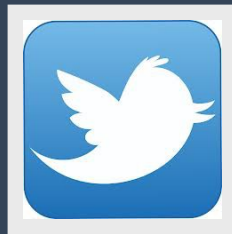
THE MALLS Trend # 2

THE CUSTOMER

is well informed

smart

in control



2 The SITUATION



THE MALLS Trend # 3

- VERTICAL RETAILERS
- MONO LABEL STORES
- Rapid reactions to the market changes
- Awareness
- International procurement of goods

2

The SITUATION



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THE MALLS Trend # 3

- LIFESTYLE STORES
- BRANDS
- “SHOW ROOMING”



2 The SITUATION

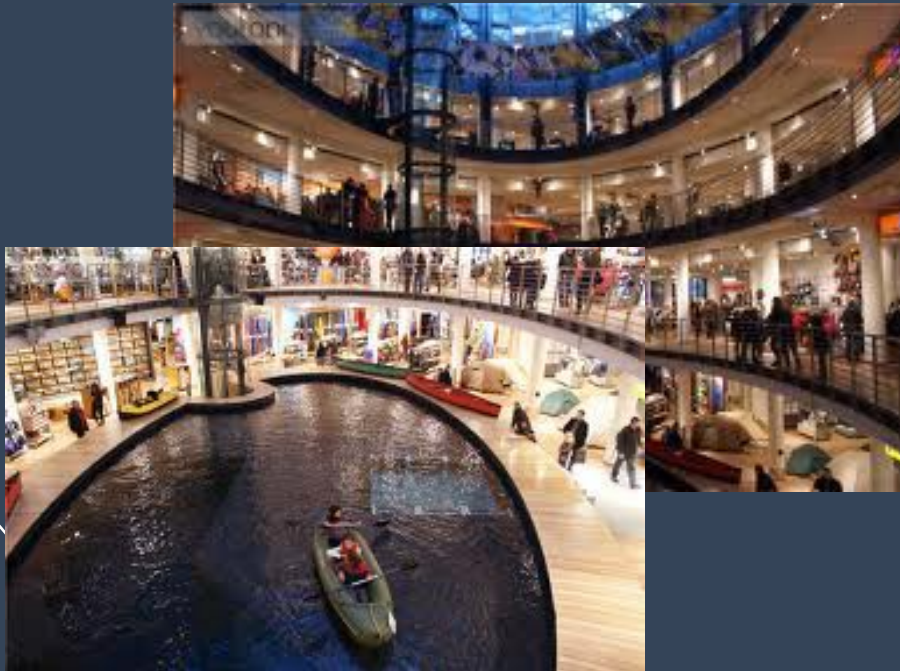


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THE MALLS Trend # 3

- SPECIALISTS
- CUSTOMER EXPERIENCE

Globetrotter.de
Ausrüstung



2 The SITUATION



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THE MALLS Trend # 4

- BIGGER SPACES ?
- QUICK TRENDS
- CONCEPTS CHANGE RAPIDLY

	Anbieter	Flächenbedarf 1990	Flächenbedarf heute
Deichmann, Görtz, Leiser	Schuhe	250 - 400	400 - 800
Sportscheck, Karstadt Sport	Sport	450 - 600	1.000 - 3.000
-	Apotheke	150 - 200	350 - 800
Douglas	Parfümerie	150 - 200	350 - 1.000
Thalia, Hugendubel	Bücher	250 - 350	600 - 2.000
Saturn, Media Markt	Unterhaltungselektronik	150 - 2.500	3.500 - 5.000
Aldi, Lidl	Lebensmittel-Discounter	400 - 600	600 - 800
H&M, Zara	Junge Mode	1.000 - 1.200	1.500 - 3.000

2

The SITUATION



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THE MALLS Trend # 5

- MALLS ARE GOING GREEN
- BREEAM, LEEDS, DGNB,...
- ROOF TERRACES, GARDENS,...
- ENERGY CONSUMPTION



2 The SITUATION



THE MALLS Trend # 6

- LEISURE & ENTERTAINMENT
- CINEMAS, RESTAURANTS, BOWLING, CASINOS
- LEISURE AREA INCREASING



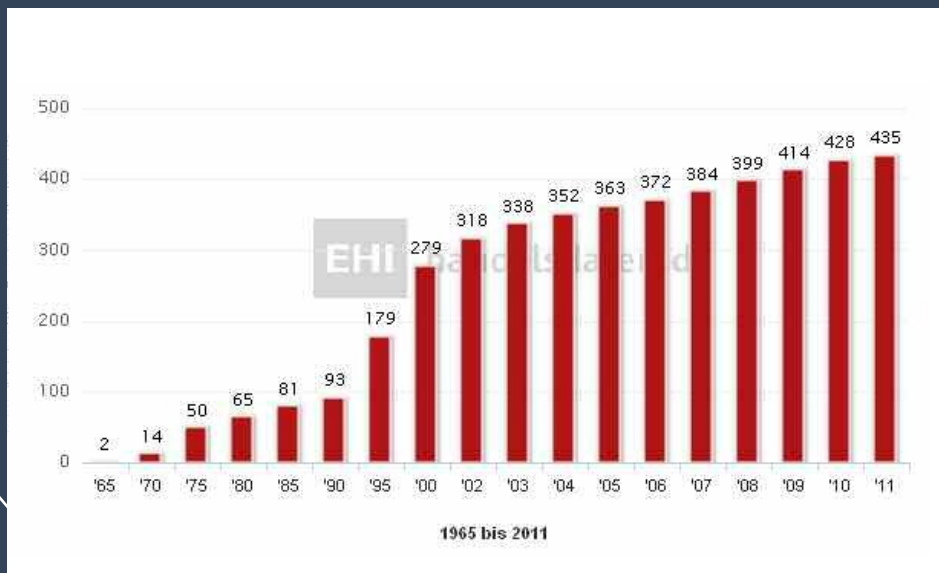
2 The SITUATION



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THE MALLS Trend # 7

- INCREASING GLA / CAPITA
- MORE SHOPPING CENTERS
- COMPETITION



2

The SITUATION



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THE MALLS

VALUE of CENTER MANAGEMENT

- RECOGNIZE & KNOW THE TRENDS
- KNOW RETAIL “RETAIL IS DETAIL”
- BE WELL PREPARED



PRO ACTIVE CM

3 CONSEQUENCE



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THE MALLS

VALUE of CENTER MANAGEMENT

- LEASING: TENANTS are PARTNERS
- SITE ASSESSMENT !
- SURVEY → KNOW to READ DATA



PRO ACTIVE CM

3 CONSEQUENCE



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HOT LIST TO READ:


4

TO READ



— Christian Mikunda „Third Places“

— Martin Lindstrom „Brandwashed“



**EXPLORING The VALUE
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THANK YOU!
TH

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