

Mapping South Africa's Retail Outlets and Shopping Centres

Information Brief

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Making retail stores and shopping centre data accessible

The retail and shopping centre environment in South Africa is very competitive. Some people might say that our markets are saturated. Others would say that retail stores and shopping centres largely target the high per capita income markets and neglect large portions of the South African market who live in rural communities and urban townships. The reality is that this can only be determined with access to information on retail outlets and shopping centres. What is surprising to find is that maps of retail outlets or shopping centres are not easy to come by.

Most retail companies provide a list of their store locations on their web pages. Other have become slightly more sophisticated and provide maps of their stores. Within South Africa there are companies that have mapped the retail stores and shopping centres only for internal use and not for dissemination as commercial products. The navigational GPS companies also have access to this information but generally are hesitant to extract information for individual retail chains or shopping centres. It is for these reasons that AfricaScope has seen the opportunity to map all the retail stores and shopping centres for South Africa.

Cost effective methods of mapping retail stores and shopping centres

There are a number of ways that the location of retail stores and shopping centres can be mapped. Many companies actually travel around the country and use GPS's to get the coordinates of retail stores and shopping centres. Others use

geocoding to do the mapping, which is a process of transferring geographic coordinates from one database (eg street addresses) to the retail database by matching a common field. AfricaScope obtains information from the companies of interest and

geocodes them for visualization in Google Earth and other GIS formats. This largely desktop approach provides access to accurate information at a cost that makes it accessible to a broader audience of potential users. It is our intention to update information on retail stores and shopping centres on an annual basis.

Benefits of mapping retail stores and shopping centres

AfricaScope is of the belief that knowing the location of retail outlets and shopping centres is not as important as how one uses the



information to develop strategies for expanding retail chains or identifying optimum sites for new shopping centres. Consequently, the main reason for mapping the retail outlets and shopping centres is to make this information available to the marketplace so that more informed decisions can be made. The list of retail stores that have been captured by AfricaScope is presented in the table below. On a weekly basis new retail chains are added to our ever increasing database. Our focus in capturing retail stores is on those sectors and companies that are doing well on the stock exchange or are indicating they are expanding or reducing their number of stores.

Optimizing the location of retail stores and shopping centres

Another important reason for mapping retail stores and shopping centres is for optimizing their location. Accessibility modeling uses supply and demand factors in identifying the optimum location of new retail outlets or shopping centres. This is done by taking into consideration the extent of the target market in relation to existing outlets, competitor outlets and existing shopping centres. AfricaScope also uses accessibility modelling to look at the present accessibility of retail outlets and shopping centres in terms of average distance/time travelled by customers and the extent of the market share.

Mapping services in the retail and shopping centre environment

The focus of most retail and development companies is on their core business. Therefore, they generally do not invest extensively in mapping services within their companies. AfricaScope provides the following mapping services:

- Mapping the location of retail outlets and shopping centres
- Linking company data to the spatial information (eg turnover of stores).
- Profiling trade areas or catchment area using our proprietary datasets and methods.

- Providing access to AfricaScope’s comprehensive spatial information.
- Using our survey teams to collect primary data on supply and demand characteristics of the retail and shopping centre industry.

Africa’s retail stores and shopping centres industry

Through partnerships with international and local companies, AfricaScope is able to provide information on retail stores and shopping centres in other African countries. AfricaScope has sourced population and market information on African countries that can be used to develop a roll out strategy for companies wanting to invest in this sector on the continent.

Sector	Retail Company
Beverages	Liquor City
Clothing	Earth Child
	Foschini
	Guess
	Mr Price
	Naartjie
	Pumpkin Patch
Food	Debonairs
	Dros
	Fish Aways
	House of Coffees
	Maxis
	McDonalds
	Mimmos
	Mugg & Bean
	Panarottis Pizza
	Romans
	Scooters
	Spur Steak Ranches
	Steers
	Wimpy
Fruit and vegetables	Fruit & Veg City
General dealers	Dion Wired
	Game
	Jumbo
	Makro
	Pick n Pay
	Shoprite Checkers
	Spar
	Woolworths
Hardware	Builders Express
	Builders Trade Post
	Builders Warehouse
	Cashbuild
Jewelry	NWJ
Petroleum	Engen
Pharmaceutical	Clicks
	Dis-Chem
	Link Pharmacies
	Medi-Rite

Contact: Craig Schwabe
E-mail: craig.schwabe@africascope.net
Mobile: +27 82 904 0955

Johann Fenske
johann.fenske@africascope.net
+27 83 485 6517