



Challenges in developing a
shopping center

What is preferred by developers?

- Successful or unsuccessful competition?

Consequences of bad projects

- Retailers blame the market/city/country > they stop expanding
- Developers give desperate conditions
- Retailers are tempted/ trapped only by the conditions

Key for a good project

LOCATION LOCATION LOCATION

~~LOCATION LOCATION LOCATION~~

Parameters to be considered

- Location:
 - Accessibility
 - Neighborhood and neighbors
 - Size/shape of plot
- Catchment area:
 - Number of inhabitants and purchasing power
 - What is missing and what do the people need
 - Competition within the catchment area
 - How can you differentiate yourself

Adjusting the concept

- Size of the project
- Layout of the project/ Location inside the plot
- Mix of tenants
- Mix of locations
- Integrating of existing neighboring retail (if any)

Ploiesti Location



AFI Palace Ploiesti



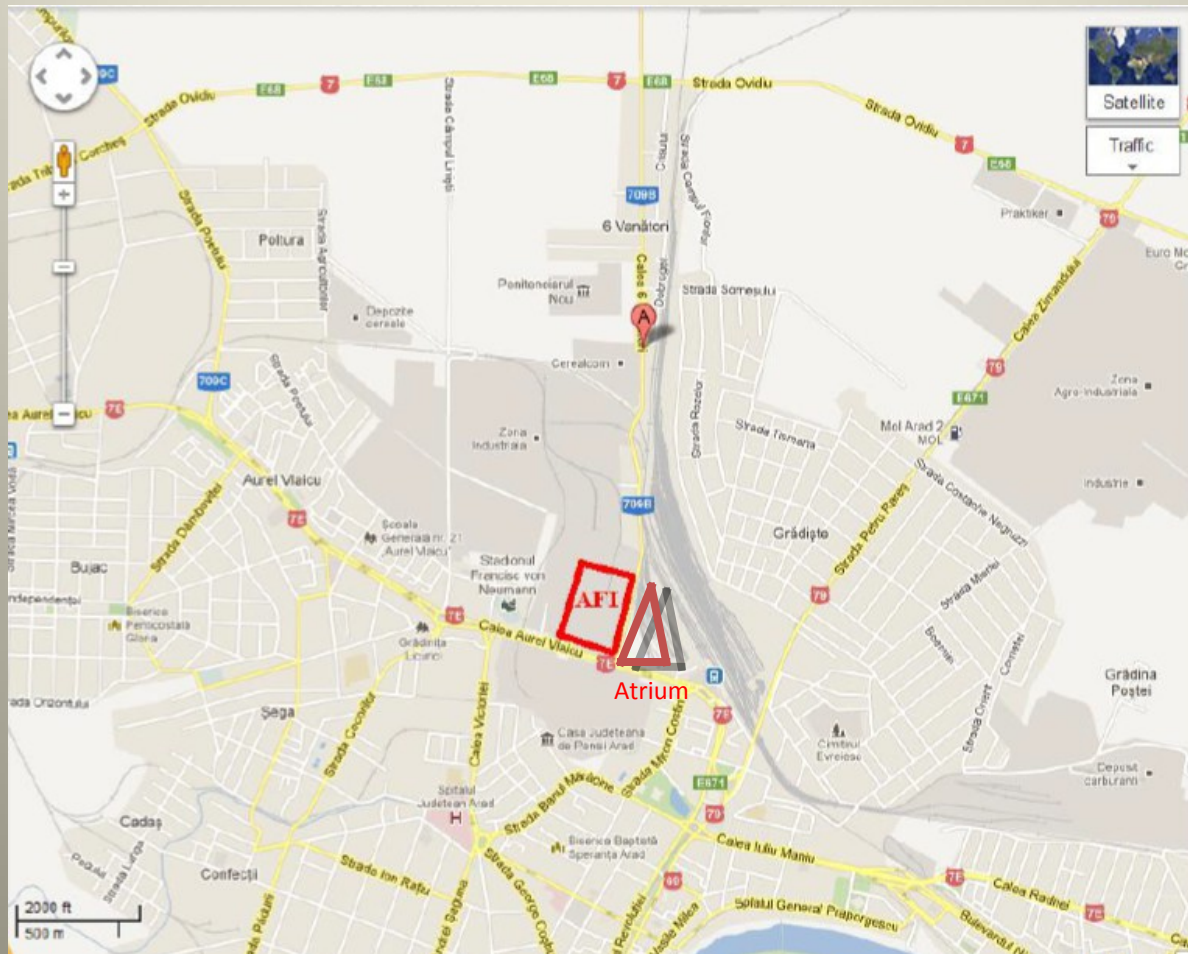
Bucurestii Noi Location



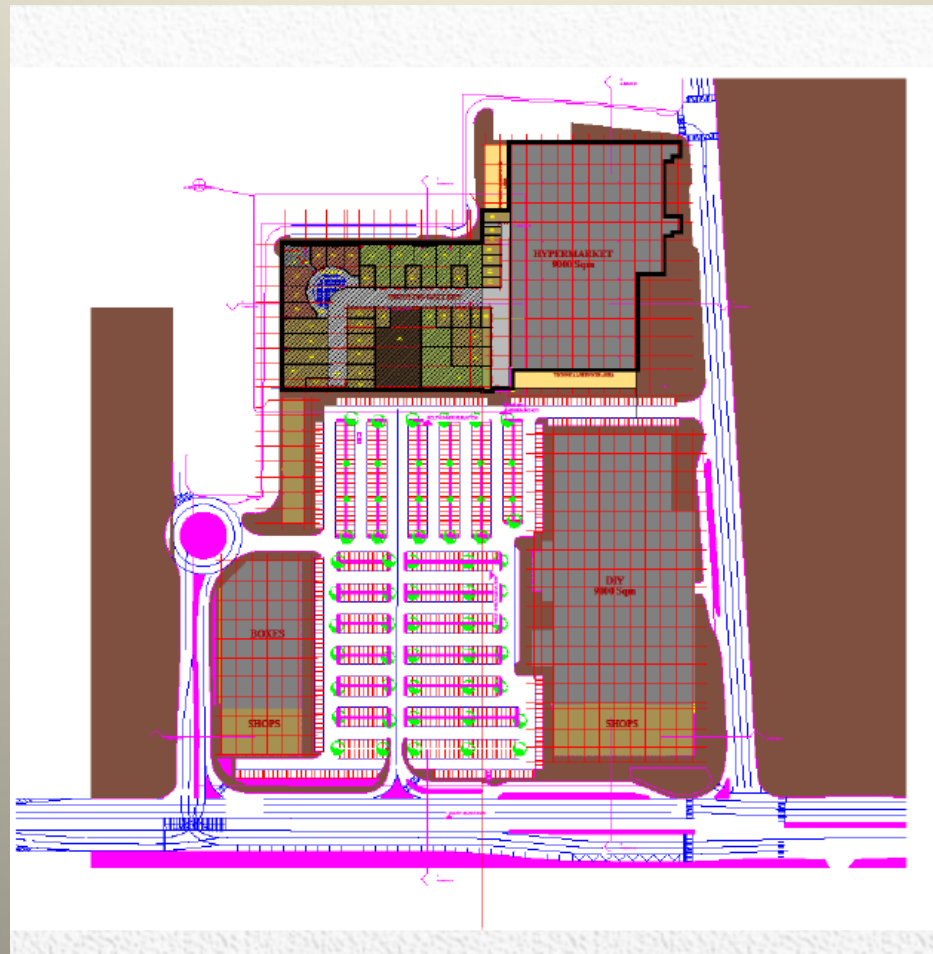
AFI Palace B Noi



Arad Location



AFI Palace Arad



THANK YOU!