

# MVA Retail Advisory and Consulting

MVA Business, Market and Social Research (BMSR) works closely with property developers, large scale shopping malls and retail management at various stages of retail advisory and consulting, vis-à-vis:



📊 **Pioneer Retail Study** providing the real estate and property developers with business and market data and crucial parameters required for independent assessment of market potential and competitive positioning

📊 Visual simulation model, **VISSIM®**, offering retail and mall planners a visual simulation of the anticipated patron traffic and flow.

📊 **Knowledge Management** for retail and malls operation and management to keep abreast of changing market dynamics, stay in tune with timely stakeholders and patrons feedback, and sustain/reinforce market share

## MVA Retail Advisory and Consulting

- Strategic retail catchment and site location evaluation via **Pioneer Retail Study** involving an array of demographic, socio-economic, geo-metric, as well government planning & policy parameters. This protocol will help identify appropriate retail mall positioning, and recommend on the most desirable tenant mix.
- Visual simulation model, **VISSIM®**, offering retail and mall planners a visual simulation of the patron traffic and flow to, from and within the premises. This model will validate the architectural design and logistics in functionality and user-friendliness.
- **Knowledge Management** for retail and malls operation and management: comprising competitive market intelligence, retail trends monitoring, patron experience and satisfaction tracking, stakeholders (including tenants and surrounding communities) feedback and relationship building. This protocol helps retail operators and mall management monitor performance, respond to changing market dynamics, sustain/ reinforce market share, and develop strategic planning for future growth and tenant mix revisions.

**For further information on MVA BMSR's Retail Advisory and Consulting practices, please contact us at [bmsr@mva.com.hk](mailto:bmsr@mva.com.hk)**

## **Knowledge Management – How to effectively collect, analyze, disseminate, digest and make use of dynamic marketing intelligence for ACTION**

### **MVA Knowledge Management for Retail Operators and Shopping Mall Management**



### **Objectives**

#### **Immediate:**

- To track and monitor shoppers and tenants feedback to enhance satisfaction and consolidate bonding with the retail shops / malls
- To provide timely and effective marketing inputs vis-à-vis monitoring of competitors' activities and evaluating on-going marketing campaigns / promotional events (awareness, perception and participation)

#### **Long term:**

- To establish and develop a robust database of shoppers and tenants' feedback and responses
- To track trends and monitor such feedback and responses for both the tenants and the shopping mall management in planning future review of tenant mix

# Knowledge Management for Retail and Malls

The 4 Key Components:

## Market Dynamics (Competitive Analysis)

Weekly MVA shopping mall intelligence report

## Patrons Satisfaction and Feedback

On-going tracking of retail/ mall patron satisfaction and profiling with monthly top-line tracking, quarterly reports and presentation, and annual review

## Tenant Feedback

Monthly mystery shopper program / tenant focus groups

## Retail / Mall Branding and Positioning Study

Brand VA – an MVA brand and strategic positioning research