



**COMPANY
PROFILE
2018**



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ABOUT URBAN STUDIES

URBAN STUDIES

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Urban Studies specialises in property and urban market research. Since the inception of the company in 1990, more than 3 600 research projects have been completed. This also includes primary research in almost 300 shopping centres. Research has been conducted throughout South Africa, rest of Africa and the Middle East.

COMPANY DETAILS

RESEARCH STANDARDS

Urban Studies is a member of SAMRA (South African Marketing Research Association) whose main objective is to promote high research standards, both technical and ethical through a professional approach to market research. Urban Studies is a member of the following:



APPROACH AND COMMITMENT

The mission of the company is to conduct objective, reliable, and innovative urban and rural market research and to offer outstanding service to our clients.



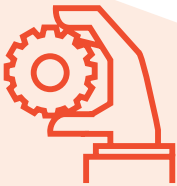
INTEGRITY



**PASSIONATE
TEAMWORK**



**UNDERSTAND
THE RESEARCH
PROCESS**



**HOLISTIC
APPROACH**



**LARGE UNIQUE
DATABASE**



**RELIABLE
FIELDWORK**



**COMMITMENT
TO EXCELLENT
CLIENT SERVICE**



**ADD STRATEGIC
VALUE THROUGH
EXPERTISE**



TRUST



WORK FOCUS

RESEARCH FOCUS

Market potential and feasibility studies for

- Shopping centres
- Retailers
- Mixed use developments
- Residential units
- Offices
- Economic impact studies
- Industrial, warehousing and storage facilities
- Casinos, hotels and conference facilities
- Gautrain stations and other Transport Studies
- Entertainment
- Schools/Education
- Medical/Hospitals
- Transport Hubs

Market surveys for

- Shopping centres
- Urban economic development
- Site evaluation/selection
- Town planning policies
- Township Board hearings
- Informal markets
- Casinos
- Taxi/transport studies
- Gautrain commuter surveys
- Journey to work
- Executives/decision maker
- Head Office relocation

BROAD INDICATION OF THE DIFFERENT STUDIES CONDUCTED

1990-2018

Site evaluations and nodal reports	1373
Retail studies (Desk and Primary research)	1416
Mixed use developments	236
Economic Impact and Transport	169
Residential developments	163
Retailers	66
Offices surveys	48
Conference/Hotels/Casinos	47
Local Government	35
Hearings	48
Mystery Shopping	46
TOTAL NUMBER OF STUDIES CONDUCTED	3581
Number of studies conducted in South Africa	3461
Number of studies conducted in Rest of Africa and Middle East	120

TYPE OF CLIENTS

MAIN SECTORS

- Property Funds
- Local government and development/management agencies
- Property developers and property owners
- Shopping centre managers/owners
- Town planners and other professional firms
- Insurance companies and pension funds
- Banks
- Retailers
- Hotel, casinos and entertainment companies

FIELD WORK

The key to any research project is the quality of the data from the market place. Fieldwork is conducted according to strict requirements as endorsed by SAMRA. Training is conducted personally with direct supervision, back-checks and feedback reporting.

Urban Studies pride themselves to take exceptional care in the quality of the fieldwork. This is one of the most important components of research.

The fieldworkers consist of teams in Johannesburg and Soweto, Pretoria, Cape Town and Durban. Apart from using fieldworkers from previously disadvantaged areas, training and skills transfer is a priority. Pulane Fieldwork and Data Consultants offer employment to more than 30 fieldworkers on a project basis.

SHOPPING CENTRE AND RETAIL RESEARCH

The following types of surveys are undertaken for shopping centres and retailers to offer expert input for in shopping centre development, management, marketing, positioning and tenancing

- Market potential feasibility studies
- Origin surveys
- Shopper intercept surveys
- Household/telephone surveys
- Mystery shopper surveys
- Customer experience surveys
- Focus groups
- Event tracking surveys
- Benchmark studies
- Tenant/merchant surveys
- Management performance tracking
- Quality of service tracking
- Pedestrian and vehicle counts
- New product development
- Site evaluations/selection

THE TEAM



DR DIRK A PRINSLOO

ACADEMIC QUALIFICATIONS

B A (University of the Free State) 1974

B A HON with distinction (UF) 1975

MA with distinction (UF) 1976

D Litt et Phil (UNISA) 1983

Advanced Executive Programme (UNISA Business School 1988)

PROFESSIONAL ASSOCIATIONS/COUNCILS

- Senior lecturer UNISA Geography Department focusing on Urban Research
- Assistant General Manager United Bank focusing on Market Research, site selection, regional and urban surveys and maintenance of databanks
- Executive Member of Urban Studies
- EXCO Director of the South African Council of Shopping Centres, 2009-2012
- Vice President of South African Council of Shopping Centres (2004-2006)
- Chairman, Organisation Committee of the 9th, 10th and 11th African Congress of Shopping Centres (2004-2006)
- Chairman of SACSC Research Conference 2011-2014
- Guest speaker at Universities/conferences/newspapers editorials/ Television and radio talks
- Lecturer at 5 different courses annually at Universities/Technikons / Professional Associations and Councils
- More than 30 overseas study tours
- Various articles published and writing of textbooks
- SACSC Lifetime Achievement Award (2016)



IRMA PRINSLOO

ACADEMIC QUALIFICATIONS

Obtained BA and BA (Hons) from the University of the Free State (1971-1974)

Lecturer at Dept of Geography, Unisa: Jan 1977- Dec 1985

URBAN STUDIES

- Member of Urban Studies 1990 to 2000
- Director of Urban Studies 2000 to present
- Responsible for:
 - Primary research including all face to face and telephonic interviews
 - All new development information regarding growth in all areas
 - Editorial responsibilities of all Urban Studies' reports
 - Conducted primary research in almost 290 shopping centres
- Managing member of Pulane Fieldwork and Data Consultants
- Also conduct primary research for independent clients:
 - Bureau of Market Research, Unisa and
 - Several provincial and local governments.



DIRK NICO PRINSLOO

ACADEMIC QUALIFICATIONS

2004/5

University of Tennessee, International Business

2005-2007

North-West University, B COM - Risk Management

2008

North-West University, B COM HONOURS - Risk Management

URBAN STUDIES

- Started at Urban Studies in 2009
- Director of Urban Studies since 2015
- Risk Analysis
- Economic Impact
- Lecturer: property market research courses
- Guest speaker at property events
- Drive all new technological and research initiatives

CENTRES WHERE PRIMARY RESEARCH HAS BEEN CONDUCTED

CENTRE	GLA	CENTRE	GLA
Menlyn Park Shopping Centre	170000	CapeGate Regional Centre	65156
Sandton City	158000	N1 City Mall	64185
Gateway Theatre of Shopping	154840	Wonderpark Shopping Centre	63935
Canal Walk	147362	Matlosana Mall Klerksdorp	63000
The Pavilion Westville	131000	Clearwater Mall	62737
Eastgate Bedfordview	121691	Fourways Mall	61095
Centurion Mall & Centurion Boulevard	111734	Vaal Mall	60000
Westgate Shopping Centre	106270	East Rand Mall	58906
Cresta Shopping Centre	106000	Key West Krugersdorp	54162
Northgate Shopping Centre	90572	Carlton Centre	53832
BayWest Mall	86995	Garden Route Mall	53260
Tyger Valley Centre	89000	Liberty Midlands Mall	52850
Festival Mall	80230	MooiRivier Mall	52812
Loch Logan Waterfront	80000	Randburg Square	51370
The Glen Shopping Centre	74624	Riverside Mall Nelspruit	50510
Kolonnade Shopping Centre	74220	East Rand Galleria	50431
Liberty Promenade Mitchells Plain	73400	The Mall @ Reds	50288
Parow Centre	73000	Stoneridge Centre	50000
Brooklyn Mall	72150	SaveWays Crescent	49986
Trade Route Mall	72000	Alberton City	49297
The Mall @ Carnival	72000	Fourways Crossing	49232
Woodlands Boulevard	71240	Central City Mabopane	49175
Maponya Mall	71406	The Boulders Shopping Centre	48351
Bedford Centre	70000	Atterbury Value Mart	47860
Lakeside Mall	69000	Mega City Mmbatho	47076
Southgate Mall	69750	Golden Walk Germiston	45005
Cavendish Square	69000	Watercrest Mall	44000
Somerset Mall	65848	Tubatse Crossing	44996
Boardwalk Inkwazi	65813	Greenacres Shopping Centre PE	43850

CENTRE	GLA	CENTRE	GLA
The Brightwater Commons	42497	Goldfields Plaza Welkom	30000
Chatsworth Centre	41678	Quagga Centre	29748
City View Durban	41330	Checkers Hyper Constantia Kloof	29113
Pinecrest Sanlam Centre Pinetown	40202	Westgate Mall Mitchells Plain	28951
Melrose Arch	40000	Nonesi Mall Queenstown	28183
Musgrave Centre	39433	Shelly Centre	27696
River Square Centre Three Rivers	38939	Hyde Park Shopping	27663
Mountain Mill Shopping Centre	38580	Ballito Lifestyle Centre	27620
Killarney Mall	38550	SouthCoast Mall	27409
Hillfox Power Centre	38068	Eikestad Mall	27458
Savannah Mall	38000	Ga-Rankuwa Shopping Centre	27353
Cleary Park Shopping Centre	37909	Park Meadows Mall	27324
Bayside Mall	37558	Montecasino	27158
Princess Crossing	36909	Shoprite Park - Parow	26776
Mimosa Mall	36858	Rivonia Square	26419
La Lucia Mall	36518	The Bridge at Greenacres	26217
Paarl Mall	35356	Steeledale Shopping Centre	26209
Meadowdale Mall	35339	Menlyn Retail Park	25016
Umlazi Mega City	35321	Northridge Mall	25000
Maseru Mall	35000	Maynard Mall	24280
Heidelberg Mall	35000	Phoenix Plaza	24164
Balfour Park	35593	Broadacres Shopping Centre	24150
The Mall of Rosebank	35000	Mamelodi Crossing	23808
Westwood Mall Durban	34940	Arcadia Shopping Centre	23519
Sanlam Centre Empangeni	34364	Nicolway	23312
Walmer Park Shopping Centre	34033	Dobsonville Centre	23124
Weskus Mall	33843	The Zone @ Rosebank	22967
Southdale Shopping Centre	33772	Benmore Gardens	22683
Golden Acre	33739	Randridge Mall	22682
Sammy Marks Square	33429	Montana Crossing	22575
Diamond Pavilion	31768	Atlantis City Mall	22077
Irene Village Mall	31012	Sunnypark Shopping Centre	22022
Attlyn Shopping Centre	30732	Heathway Square	21915
Fountains Mall Jeffreys Bay	30660	Thabong Centre Sebokeng	21252
Vangate Mall	30449	Riverwalk Shopping Centre	21823
East Rand Retail Park	30260	Rivonia Village	20870
Longbeach Mall	30563		
Langeberg Mall Mosselbay	30738		

CENTRE	GLA	CENTRE	GLA
Middestad Mall Bellville	20200	WorldWear Shopping Centre	13786
The Workshop Durban	20169	Middestad Centre Pretoria	13711
The Village @ Horizon	20063	Brooklyn Square	13500
KaraGlen Centre	20000	East Rand Value Mall	13480
Metropolitan Centre Emalahleni	19671	Sinoville Centre	13451
Witbank Highveld Centre	19593	Goodwood Mall	13408
Hatfield Plaza	19290	Thrupps Illovo Centre	13388
Middestad Centre Polokwane	19280	De Ville Centre	13000
Southgate Value Market	19200	Gunobie King's Mall	12971
Jakaranda Shopping Centre	19000	Sunninghill Village	12800
Vaalgate	18500	Silver Oaks Crossing	12365
Village Square Randfontein	18341	Bougainville Shopping Centre	12300
Temba City Shopping Centre	18242	Mossel Bay Mall	11856
The Lemon Tree Alberton	18000	Elardus Park Shopping Centre	11636
Umzimkulu Mall	18000	Bryanston Shopping Centre	11560
Woodmead Value Mart	17222	Sunward Park	11754
Morning Glen Centre	17095	Waverley Plaza	10992
Berea Centre	17091	Kopanong Centre Hammanskraal	10712
Northcliff Corner	17000	Morningside Shopping Centre	10600
Comaro Crossing	16872	Protea Shopping Centre	10496
Nelson Mandela Square	16265	Sancardia Shopping Centre	10343
Thaba Mall	16000	Bryanpark Shopping Centre	10000
Glenfair Shopping Centre	16000		
CheckersHyper Centre Benoni	15984		
Gezina City Centre	15673		
Village Walk Shopping Centre	15161		
Howard Centre	15068		
Lonehill Centre	15000		
Botshabelo Centre	15000		
Ipic Shopping Centre Soneike	14980		
Gardens Centre Oranjezicht	14386		
Village Mall Hartebeespoort	14239		
Lynnridge Mall	14220		
Rosettenville Junction	14188		
Mall@Scottsville	14127		
Besterbrown Centre Nelspruit	13815		



CENTRES <10 000M² AND CASINOS

Atlasville
Atteridgeville
Ballito
Barclay Square
Boardwalk Casino PE
Capital Centre, Pmb
Capricorn Centre, Cape Town
Cornwall View, Pretoria
Damdoryn Crossroads
Daspoort Shoprite
Dolphin Coast Centre
Eastside Plaza
Eldo Square
Emperor's Palace
Equestria Centre
Florida Junction
Foro Mall Rustenburg
Fountain Village
Garden Centre
Gift Acres
Glenvista Shopping Centre
Greenlyn Village Centre
Hemingways East London
Hertford Junction
Highland Mews, Witbank
Hill Street Bridge
Hillcrest Boulevard
Il Posto Nina Park
Jewel City Cullinan
Kempstar Mall
Kingsley, Pretoria
Lakefield Square
Lambton Mall
Letsoho Centre, Katsieng
Linksfild Square
Meadow City

Middelburg PnP
Mnotweni Nelspruit
Montana Value Centre
Newlands Spar
Norkem Mall
Rand Afrikaans University
Randburg Oriental Plaza
Riverside Value Centre
Seaside Village
Seshego
Summerstrand Village
Sun Casino Durban
Sun City
Sunningdale, Durban
Taxido Junction
The Bridge, Johannesburg
The Colony, Johannesburg
The Mall Queenstown
The Ridge Witbank
The Willows, Pretoria
Towns Square
University of Natal
Victorian Centre, Heidelberg
Village View
Walmer 6th Avenue
Waterglen Park Centre
Watermeyer Park
Welkom Shopping Centre
West End, Nelspruit
CASINOS:
Hemingways East London
The Ridge Witbank
Mnotweni Nelspruit
Sun Casino Durban
Emperor's Palace
Boardwalk Casino P.E.

MOST RECENT CLIENTS OF URBAN STUDIES

Over a period of 27 years Urban Studies has serviced more than 400 clients. The table below indicates the most recent clients

Abland	Investec Properties
ABSA	JHI Properties
Acucap	Johannesburg Property Co.
Attacq	Johannesburg Dev. Agency
Atterbury	Liberty Group
Aurecon	M & T Development
Balwin Properties	Montagu Dried Fruit
Bride and Co	Nedbank
Broll Property Group	Nespresso
Calgro M3	Old Mutual Properties
Cash Converters	Pareto
Cavaleros Group	Plan Associates
City of Joburg	Plan Konsult
Decathlon	Primedia Lifestyle
Dorpstaat	Queenspark
Dijalo	Redefine Property Limited
Emira Property Group	Resilient Properties
Eris Property Group	Safari Investments
Exclusive Books	Sanlam Properties
Flanagan & Gerard	Sappi
FNB	Standard Bank
Gautrain/Bombela	Sun International
Gold Rush	Urban Dynamics
Growthpoint Properties	Vukile Properties
Hyprop	Vox Telecom
Intaprop	Van Schaik Bookstores
International Housing Solutions	



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