# **CHAPTER FIVE: IN-DEPTH CASE STUDY ANALYSIS**

#### 5.1 INTRODUCTION

The purpose of this chapter is to serve as introduction to the case studies selected as part of the study to measure the impact of formal retail centre developments on local economies and the local business environment. It provides a background to the national and provincial distribution of the case studies, the nature thereof and the types of areas in which they are located.

#### 5.2 CASE STUDY SELECTION AND DISTRIBUTION

Six case studies were selected for the purpose of the study – reflecting a provincial distribution and variation in terms of the nature of second economy area in which each is located. Five of the case studies reflect areas with a formal retail centre, and one case study – NkowaNkowa reflects an area with no formal retail centre.

Table 5.1: Case Study Location and Nature of Second Economy Area

| Name              | Location                        | Nature of Area                     |
|-------------------|---------------------------------|------------------------------------|
| Jabulani Mall     | Soweto – Johannesburg - Gauteng | Major Metropolitan Area – Township |
| Central City      | Mabopane - Tshwane - Gauteng    | Major Metropolitan Area – Township |
| Liberty Promenade | Mitchell's Plain - Cape Town    | Major Metropolitan Area – Township |
| Umlazi Mega City  | Umlazi - Durban - eThekwini     | Metropolitan Area - Township       |
| Thula Plaza       | Bushbuckridge - Mpumalanga      | Deep Rural                         |
| NkowaNkowa        | Tzaneen - Limpopo               | Rural Area                         |

Two of the case studies are located in Gauteng, one in KwaZulu Natal, one in Cape Town, one in Mpumalanga and one in Limpopo. The following maps illustrate their location on a national and provincial basis.

Map 5.1: National Distribution of Case Studies

Limpogo, inkowankowa

Central City Shopping Centre

Subject of the Cape

Refer State

Western Cape

Western Cape

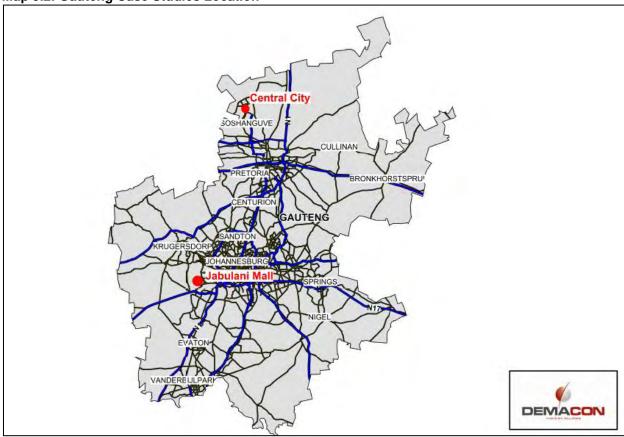
Liberty Promenade

Source: Demacon, 2010



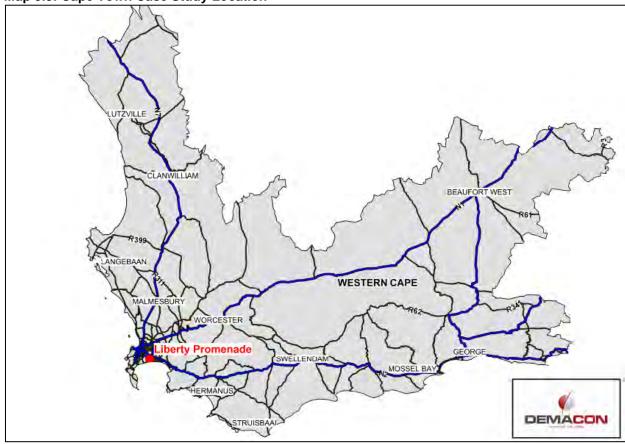
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**Map 5.2: Gauteng Case Studies Location** 



Source: Demacon, 2010

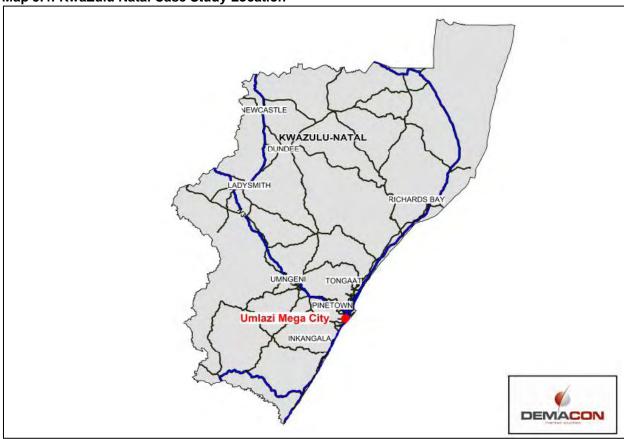
Map 5.3: Cape Town Case Study Location



Source: Demacon, 2010

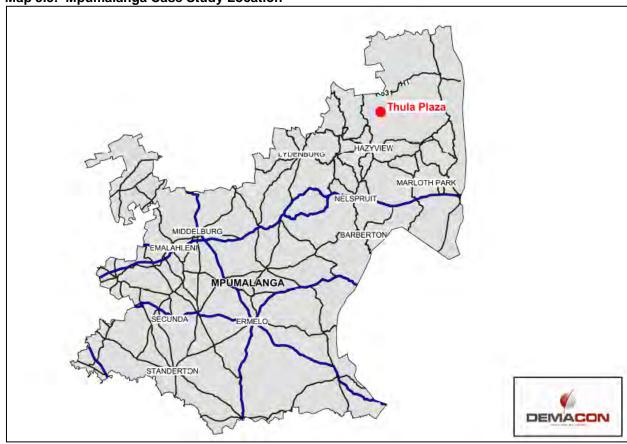


Map 5.4: KwaZulu Natal Case Study Location



Source: Demacon, 2010

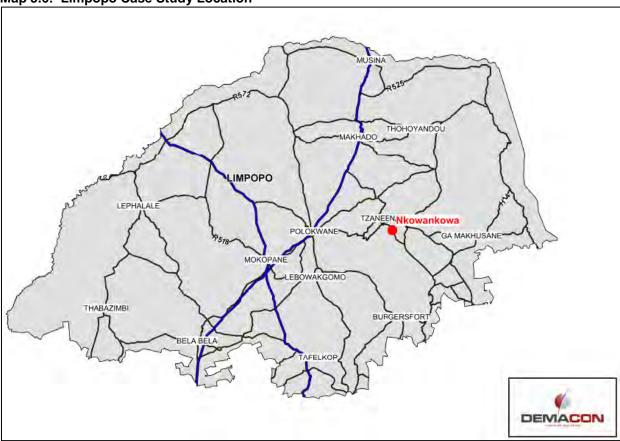
Map 5.5: Mpumalanga Case Study Location



Source: Demacon, 2010



Map 5.6: Limpopo Case Study Location



Source: Demacon, 2010

## 5.3 RETAIL CENTRE DETAILS

Table 5.2 provides more detail on each of the formal retail centres included as case studies.

Table 5.2: Case Study - Retail Centre Details

| Name                            | Location          | Туре                  | Size                              | Date of<br>Development                | Parking Bays              | Anchor<br>Tenants                           |
|---------------------------------|-------------------|-----------------------|-----------------------------------|---------------------------------------|---------------------------|---|
| Jabulani Mall                   | Soweto            | Minor regional        | 44 355m <sup>2</sup><br>104 shops | 2006                                  | 156 covered<br>7 265 open | Shoprite<br>Edgars<br>Woolworths<br>Game    |
| Central City Shopping<br>Centre | Mabopane          | Minor regional        | 52 000m <sup>2</sup><br>90 shops  | 1996                                  | 1 030 open                | Shoprite<br>Score<br>Clicks                 |
| Liberty Promenade               | Mitchell's Plain  | Minor regional centre | 53 581m <sup>2</sup><br>150 shops | 2003  Last refurbishment 2005         | 2 452 open                | Edgars<br>Woolworths<br>Game<br>Pick 'n Pay |
| Umlazi Mega City                | Umlazi            | Minor regional        | 28 000m <sup>2</sup><br>102 shops | 2006                                  | 465 open                  | Super Spar<br>Woolworths<br>Jet<br>Mr Price |
| Thula Plaza                     | Bushbuck<br>Ridge | Community             | 11 404m <sup>2</sup> 36 shops     | 1998<br>Last<br>refurbishment<br>2003 | Not specified             | Score                                       |

Source: Demacon Ex. SACSC, 2009/2010



- ✓ It is evident that four of the centres represent minor regional centres and one a community centre.
- ✓ The sizes of the centres vary between 11 404m² retail GLA and 53 581m² of retail GLA.
- ✓ The numbers of shops in these centres vary between 36 and 150 shops.
- ✓ Anchors include Shoprite, Edgars, Woolworths, Game, Score Supermarket, Clicks, Pick 'n Pay, Super Spar, Jet and Mr Price.

### 5.4 SYNTHESIS

Subsequent chapters provide an in-depth assessment of each of these selected case studies utilising a 10km trade radius – reflecting current retail supply, socio-economic profile of the population and the findings of consumer market surveys conducted in each of these areas.

It should be noted that a large number of questions in these consumer market surveys pertain to perceptions and, as such, do not necessarily correlate with actual facts and values. The level of knowledge pertaining to the respondents' household expenditure and expenditure history has an impact on the quality of answers provided within the subsequent chapters.

