



ICSC European Outlet Conference

Outlet Expansion: Generating Profit from New Territories

13-14 June 2013

Radisson Blu Hotel Hamburg Airport, Hamburg, Germany

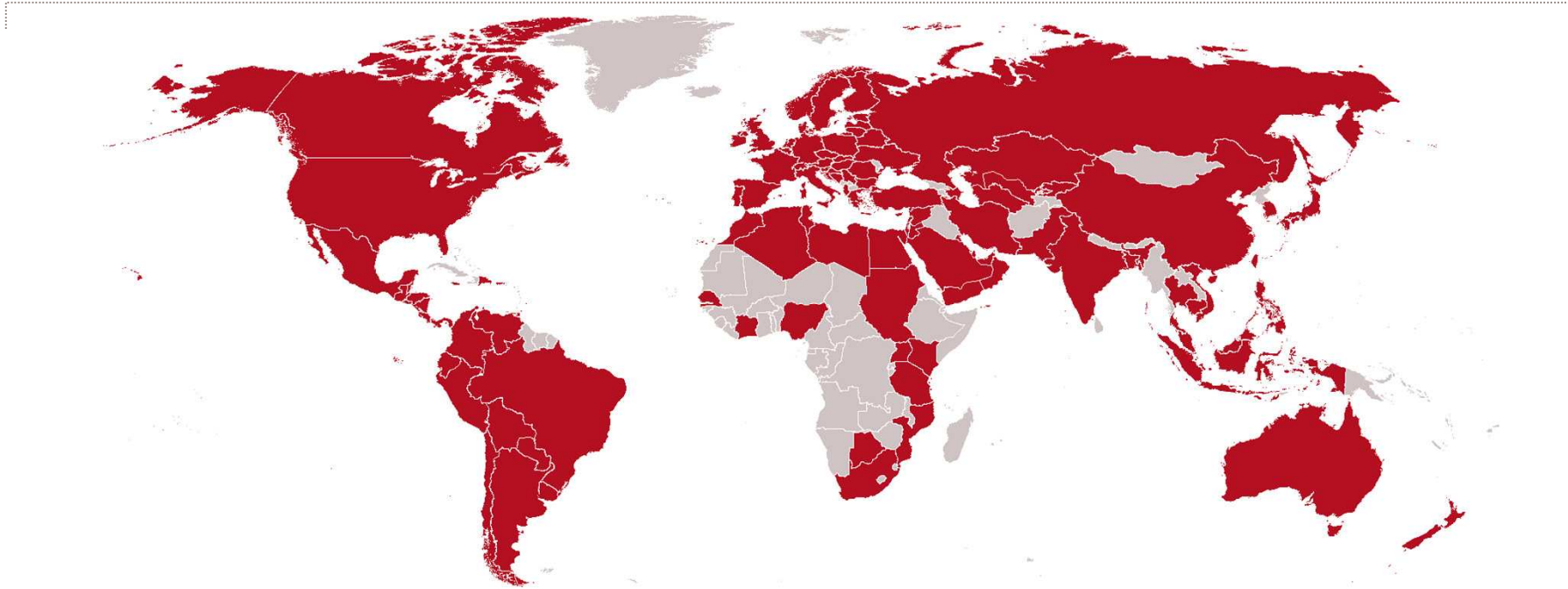


HOW TO KEEP THE CUSTOMER IN THE FOC

ICSC – Outlet Connections Plus

ICSC Europe LLC
13. June 2013
Leif Krägenau – GfK GeoMarketing GmbH, Hamburg

GfK GeoMarketing is part of the international GfK network



About GfK

- One of the largest market research companies in the world
- More than 11,000 employees in more than 100 countries

Geomarketing

Solutions for place-based questions:

- Consulting
- Geodata
- RegioGraph

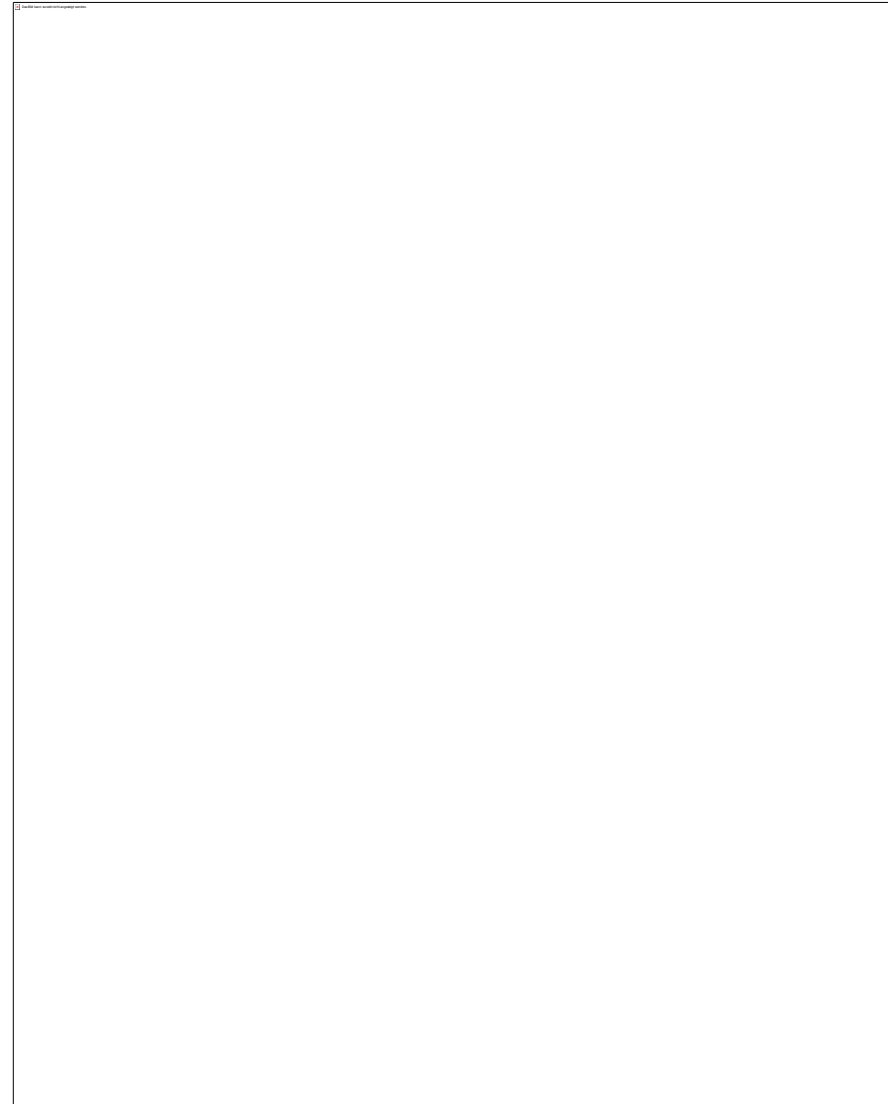
Consultancy for retail real estate

Unbiased advice on purchasing and financing real estate:

- Fundamental and benchmark data on locations, tenants and asset classes
- Europe-wide databases / on-site surveys
- Unbiased market reports
- Purchasing appraisals, market due diligence studies
- Financing appraisals

Discrete solutions for crisis situations:

- Turnover and rent analyses
- Securing of cash flow from distressed investments
- Refurbishment and feasibility studies
- Portfolio evaluations and serial analyses





Agenda

1. The Big picture: Keydata about Europes retails-scene
2. General challenge: Online-retail and it's impact
3. Trend monitor: Future features of success
4. How to keep the customer at the FOC...

The Big picture: Key data about Europes retail-scene

The Big picture: Key data about Europe's retail-scene

Sales area equipment in Europe



Source: GfK Geomarketing / ESCT

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The Big picture: Key data about Europe's retail-scene

Sales productivities in Europe



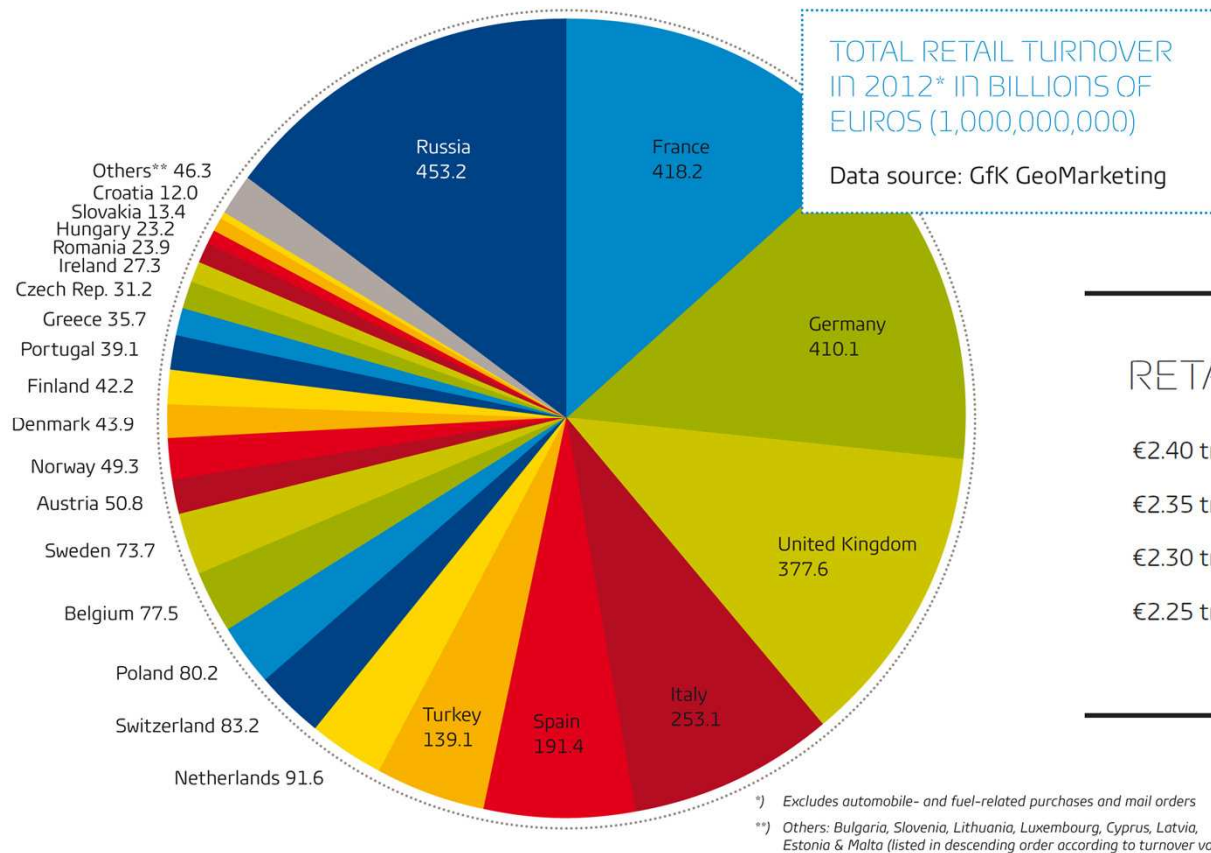
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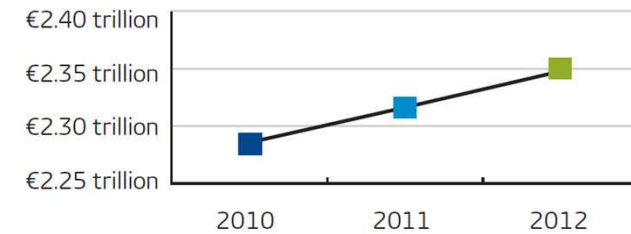
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The Big picture: Key data about Europe's retail-scene

Retail turnover 2012 and perspectives 2013



RETAIL TURNOVER (EU-27)



*) Excludes automobile- and fuel-related purchases and mail orders
 **) Others: Bulgaria, Slovenia, Lithuania, Luxembourg, Cyprus, Latvia, Estonia & Malta (listed in descending order according to turnover volume)

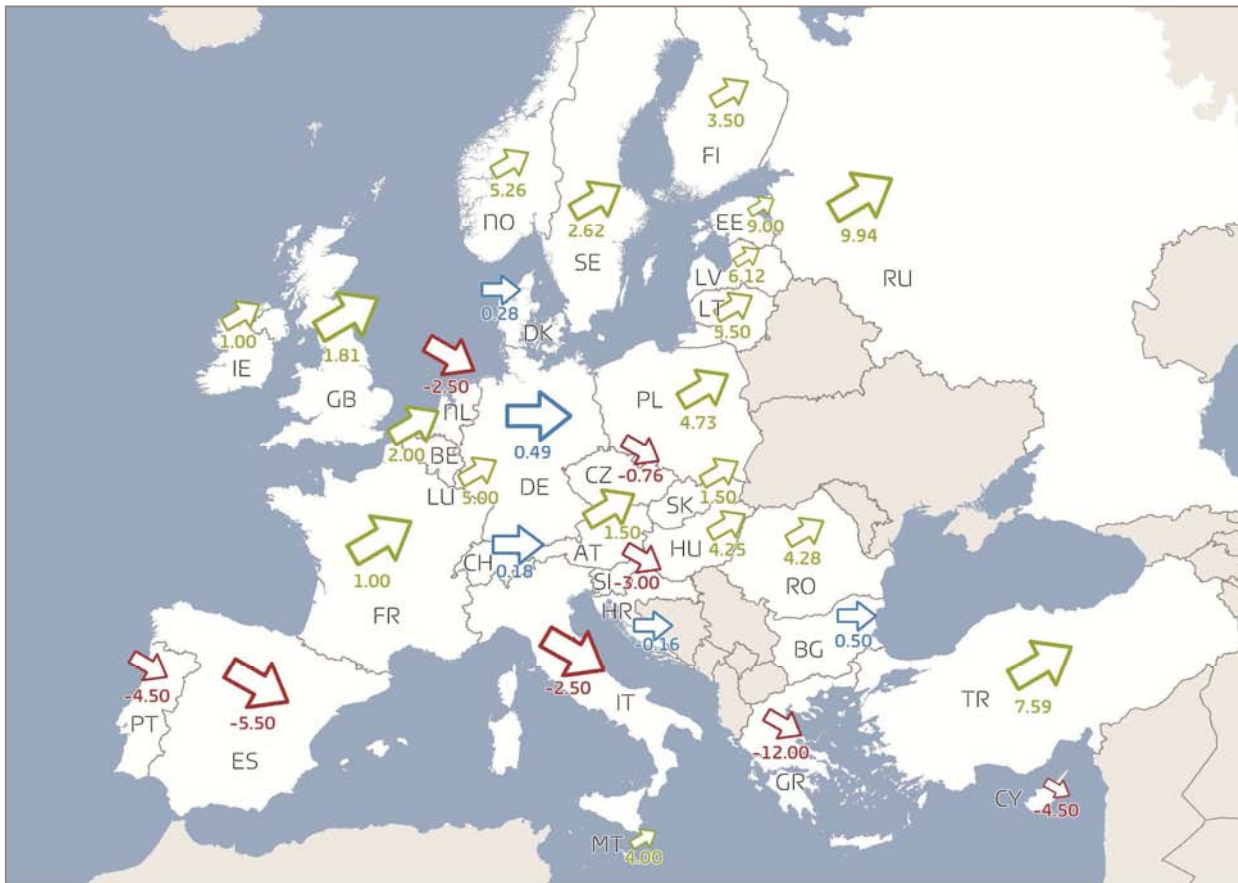
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The Big picture: Key data about Europe's retail-scene

Prognosis of retail turnover development 2013



Source: GfK Geomarketing / ESCT

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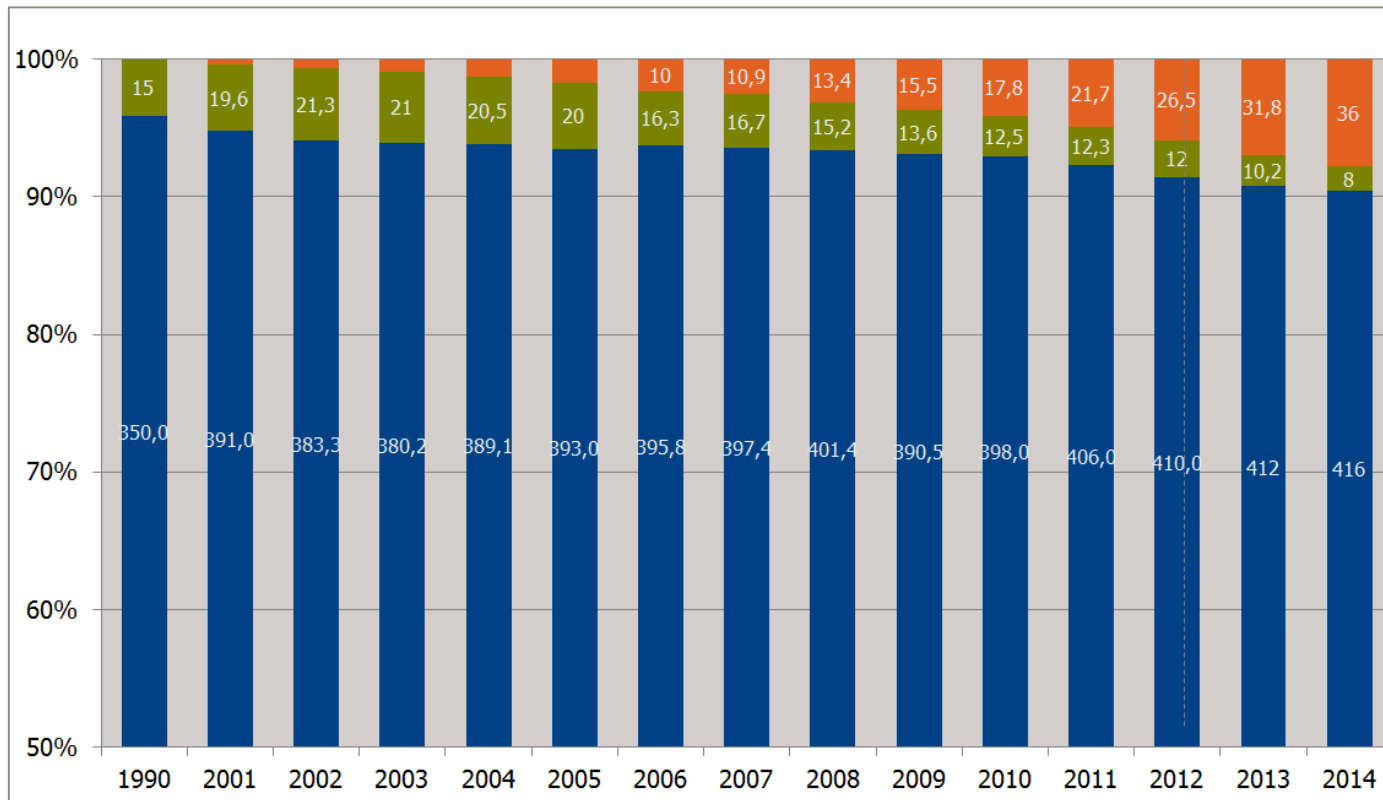
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General challenge: Online-retail and its impacts

General challenge: Online-retail and its impacts



Example Germany: Current market shares



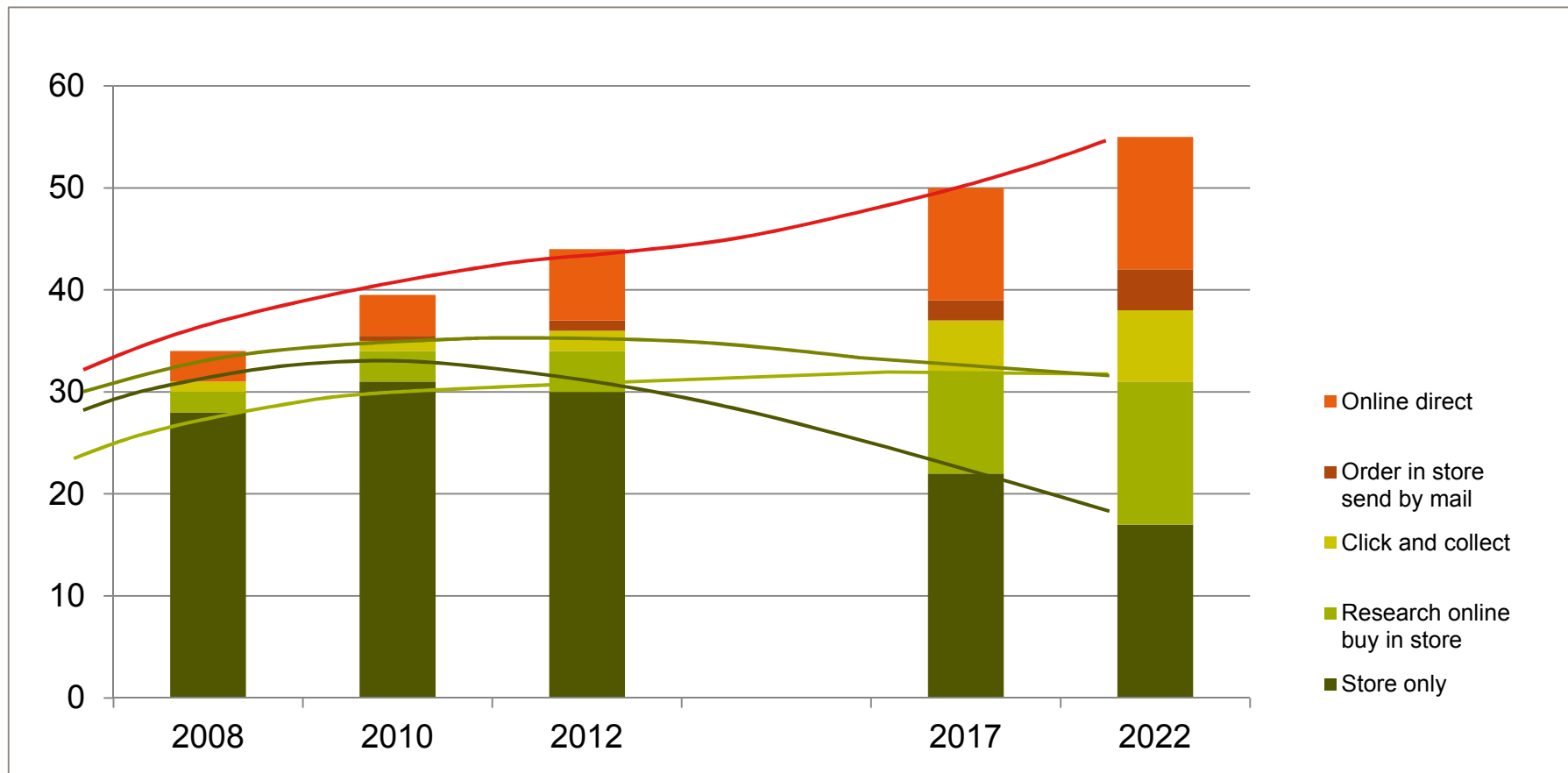
Markets shares

- Internet sales
- catalog sales/
mail order
- counter retail

+) 2013/2014 Prognose

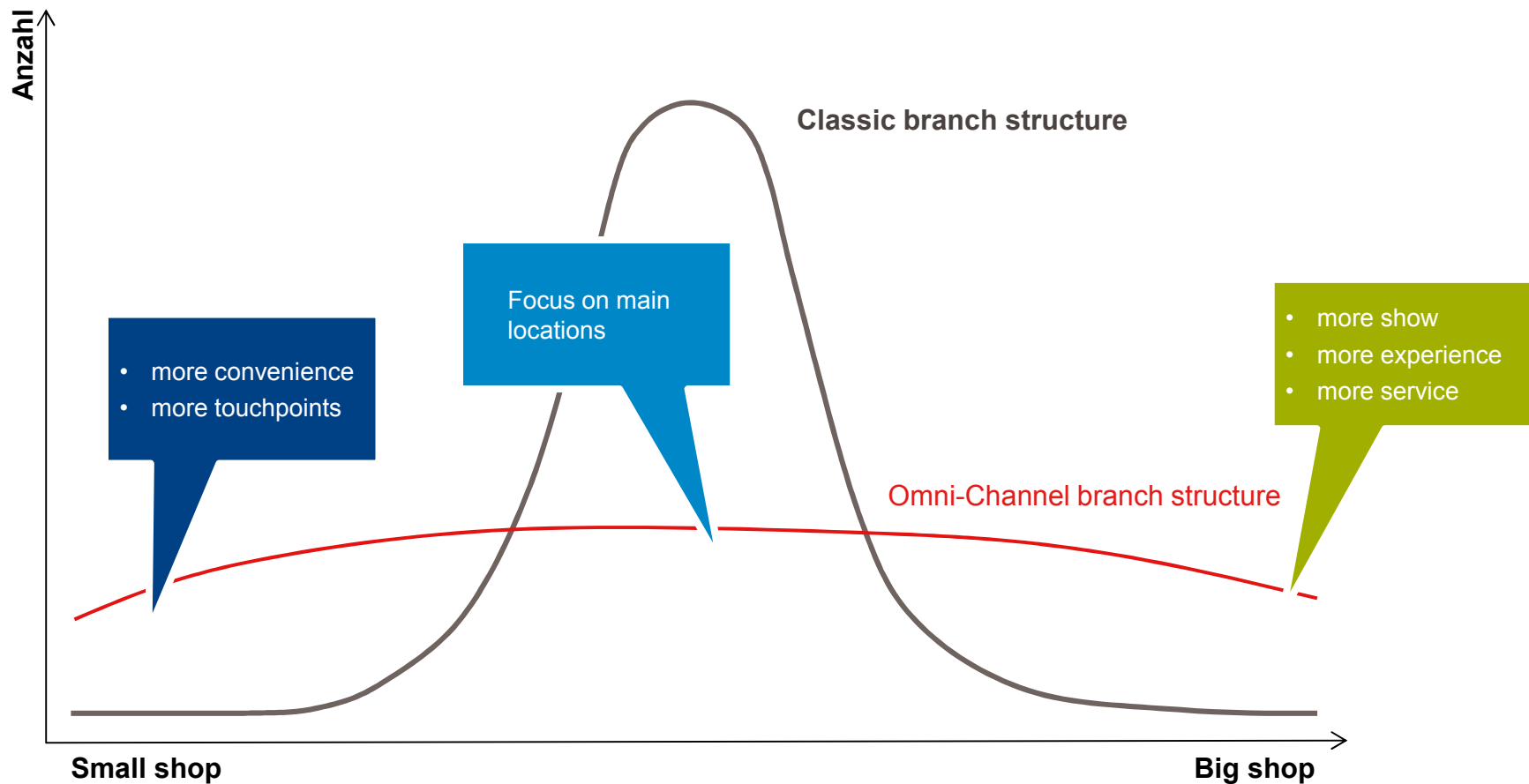
General challenge: Online-retail and its impacts

Future sales channels - Possible turnover shares for a Fashion-Retailer



General challenge: Online-retail and its impacts

Possible branch structure for a omni-channel chain store operator



Trend Monitor: Future features of success

Trend Monitor: Future topics for success



Important features for retailing in 2020



Source: GfK R&T; Retail Trend Monitor 2012/2013

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How to keep the customer at the FOC...

How to keep the customer at the FOC.....



How to keep the customer in shopping center...

Check-list for sustainable FOCs (developments)

Classical issues: Location

- Location at densely populated urban agglomeration?
- Very good regional accessibility?
- Connection to tourist spots / destination?
- Distance to superior urban centers large enough?

Classical issues: Assortment

- Brands at mid to upper genre

Classical issues: Pricing

- Confirmation of price leadership

How to keep the customer in shopping center...

Check-list for sustainable FOCs (developments)

New Management challenges

- Fresh marketing strategies for
 - mobile communication
 - social media
 - Internet
- Advanced offer of
 - convenience
 - services
- More shop-flexibility
 - in means of shop size
 - in means of building law

Hypotheses / Targets

- In the Future the FOC needs to
- be more than a cheap place to buy brands for smart shoppers
 - offer additional benefit compared to buy online (mobile or via social media)
 - could benefit from growing return of goods at online-/mail order channels
 - need to **invest** in a great and up-to-date web-appearance as well as social media strategies

THANK YOU!

Kontakt



Leif Krägenau

GfK GeoMarketing
Real Estate Consulting

T +49 40 5701 32555

leif.kraegenau@gfk.com

Hamburg | Germany



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