

( [PRLEAP.COM](http://PRLEAP.COM) ) June 6, 2014 - Johannesburg, South Africa – The SACSC was sponsored by Broll Property Group, and its theme was 'Experience'. This is what the researchers, retailers and retail property specialists had to do as they dissected the sector's most recent lessons. Retail, perhaps more than any other sector of the property market, depends on exceptional research.

"That dependence on good research provided the original motivation for a dedicated annual retail research conference," says SACSC CEO Amanda Stops. "Understanding consumers, unpacking diverse spending patterns and gaining insight into trade areas are the foundation of a successful retail venture."

Demographics, as a core input into retail decision-making, were a key topic on the programme. ReTeam CEP and partner Kathrine Heiberg offered a new perspective on consumer demographics, while McKinsey & Co's Marnus Sonnekus highlighted the African youth market - with a focus on South Africa in particular.

Since retail research is most meaningful in its application, the conference highlighted best practice and case studies throughout the day. Examples included Urban Studies' Dirk Prinsloo, who shared the success story of Eastgate Mall's customer analysis, while Ferridge Consulting's Sybrand Strauss tabulated a case study from Lagos, looking at retail gap analysis.

Included in the programme were key questions that retailers are asking right now - such as, is SA over-shopped and how are SA retailers evolving? Other sessions looked at demand modelling trends in retail and how to best leverage technology for new insights into consumer behaviour, as well as the discrepancy between what mall-shoppers say as opposed to what they do.

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