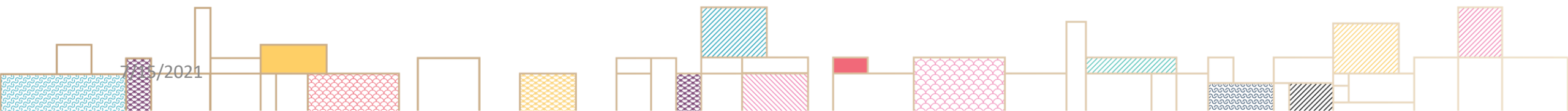




TBILISI **MALL**

Full consumer research brief 2021



content



TBILISI **MALL**

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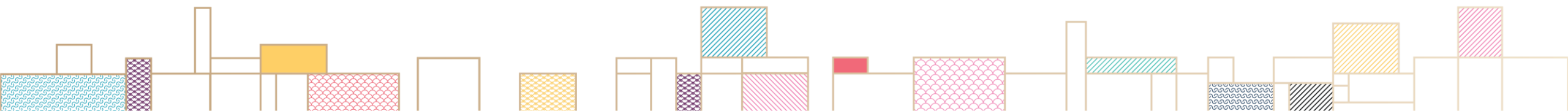
TBILISI MALL

General Data

Tbilisi Mall is the first and largest classic shopping center - unique development in the Southern Caucasus that meet globally recognized standards. It is the most modern center to combine leisure, retail and entertainment in the region.

Located within easy reach of the city center, Tbilisi Mall provides an exciting new family destination experience for Georgia's residents and tourists and offers a broad range of high street and famous international brands.

- ▶ Location: Digomi district, 16 km from city center
- ▶ Opening: 2012
- ▶ Mall size: GBA – 206,000 sqm; GLA – 74,000 sqm on 4 floors
- ▶ Parking lots: 1800 on 4 levels
- ▶ Entertainment area: 1,000 sqm entertainment center, 5 hall cinema
- ▶ Food court: up to 18 units
- ▶ Retail: up to 130 shops, 125 kiosks, and hypermarket (15,000 sqm)





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RFP FOR CONSUMER RESEARCH

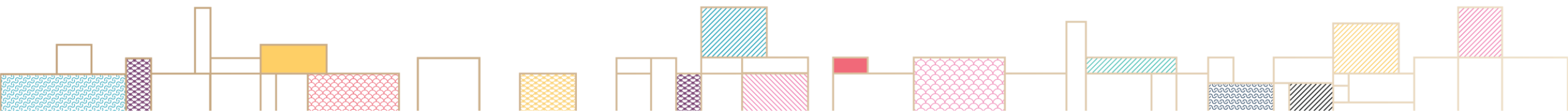
Aim of project

TM would like to carry out market research to gain a better understanding of the retail market, consumers' preferences, the current visitors of the Tbilisi Mall, and to facilitate the establishment, development and effective optimisation of positioning, marketing and other business strategies of Tbilisi Mall.

Research should determine potential opportunities and barriers of success for Tbilisi Mall. It should point out the issues that could increase footfall, frequency of visits, volume of expenses of the current visitors on one hand, attract to Tbilisi Mall new visitors on the other hand, and finally foresee the situation of the local shopping centres market.

RFP

Detailed, fully priced proposals are now sought from appropriate market research partners in relation to the 2021 research requirements of Tbilisi Mall.

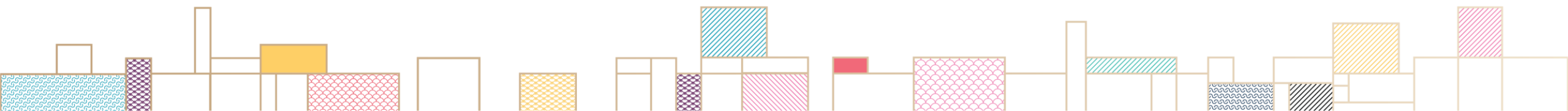




RESEARCH OBJECTIVES

Understand the market

- Gain in-depth knowledge of the consumer & retail market and competition
- Measure usage & attitude (U&A) and satisfaction of Tbilisi Mall, its performance in the market and vs. the competition, and benchmark these findings with retail market / industry standards
- Identify consumer trends and behaviour, purchasing habits and patterns, shopping needs, preferences and brand values
- Ascertain entertainment / leisure, dining and events needs and preferences
- Create socio-demographic profile of current visitors, as well as lapsed and non-visitors, and identify key target segments
- Analyse media usage of key target groups and competition
- Measure and track overall performance and effectiveness of marketing and PR campaigns
- Find the most appropriate communication messages and channels based on the identified needs and potentials
- Define and analyse the catchment area of Tbilisi Mall
- Create a base for monitoring, tracking, benchmarking centre's performance in terms of visitor profile and key metrics such as dwell time, spending, visiting frequency, satisfaction, conversion and penetration rates
- Test and optimise new positioning (*for example art & shopping*)





REQUIRED SERVICES

Questionnaire development:

in close co-operation with Client in English language; programming and pre-testing; translation of questionnaire to Georgian language

Fieldwork:

organising, conducting, monitoring and continuously controlling fieldwork according to strict international quality standards - suitability of the sample and subsamples should be checked daily during the fieldwork period

Data processing:

coding of open-ended questions, production of clean ASCII and SPSS data files, comprehensive check of all data - the contents of all questionnaires should be checked at the computerised data processing stage

Analysis:

Descriptive analysis and tabulation, and in-depth statistical analysis with multivariate techniques

Reporting:

As per requirements on slide 16

Presentation:

Final results along with additional strategic consulting if required

The research project should be performed according to the professional international standards and statutory rules: ESOMAR International Code on Market and Social research.



RESEARCH PLAN



TBILISI MALL

Desk research:

- to find out the local market conditions / economic situation (e.g. inflation and employment rates, wages, population density, etc.) + overview of the local retail market (e.g. retail performance, average rents, etc.). The information will help to better understand the current and foresee the future situation of the local shopping centre market in Tbilisi.

Exit poll study:

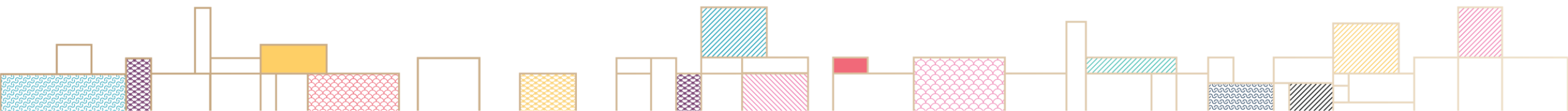
- to gain knowledge about visitors' general habits (U&A, visiting, shopping, leisure pastime, etc.) connected to the shopping centres (both Tbilisi Mall as well as competition) and more detailed information about Tbilisi Mall (e.g. evaluation of Tbilisi Mall's functioning, shops / services / entertainment, F&B facilities required, etc.)

Catchment survey:

- to gain information about Tbilisi Mall's overall marketing activities performance (e.g. advertising efficiency, brand positioning, etc.), penetration rates and shopping habits (e.g. competitive centres visiting, etc.) among potential shoppers (people living in the defined catchment areas) including both centres' non-visitors and lapsed shoppers

Focus Group Discussions (OPTIONAL):

- Qualitative research may be required to test and optimise newly proposed concepts



DESK RESEARCH



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Information on local market conditions should include the following economic indicators:

- Current and forecasted GDP and rate of inflation (CPI)
- Changes in VAT and other taxes
- Wages and purchasing power
- Consumer expenditure & consumer confidence
- Employment rate locally and in the country
- Population density in the country, city and districts of Tbilisi

Information on local retail market should include the following information:

- Retail performance & retail spend
- Current retailer's expansion and new market entrants
- Retail stock - m2 per 1,000 inhabitants (current and expected future supply with neighbour countries comparison)
- Average rental rates and occupancy rates in prime shopping centres and high streets
- Competitor analysis: define major competitors (shopping centres characterised by similar positioning and target profile) including analysis of their marketing and communication activities

All the above information should be gathered from internal data, reputable real estate market reviews and research reports, websites, and various state / government institutions: e.g. economic institutions, central statistical office, etc.





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EXIT SURVEY (I)

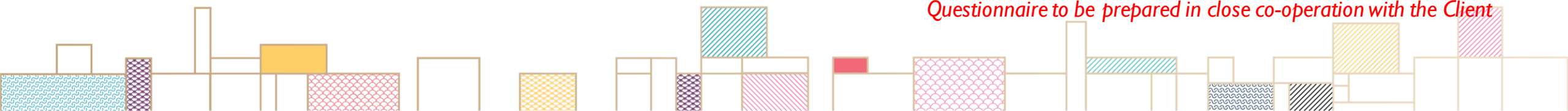
Exit poll to gather information on current Tbilisi Mall visitors will cover the following issues:

- Information on visitors' shopping and leisure habits, needs, expectations, and customers satisfaction
- Catchment area of current visitors

Information on visitors' shopping and leisure habits, needs, customer satisfaction, and catchment area should include the following indicators:

- U&A, visiting, shopping, leisure pastime and dining habits, needs and expectations connected with shopping centres in Tbilisi (both Tbilisi Mall and competition)
- Evaluation of Tbilisi Mall's functioning, image and overall performance vs. competition
- Evaluation of current tenant mix & missing shops, brands, services, F&B, leisure / entertainment facilities required
- Socio-demographic profile of visitors
- Performance and effectiveness of marketing, PR and brand positioning in the visitor groups (sources of information, assisted & top of mind recall and attitude towards advertisements, events, promotions, etc.)
- Media usage of primary and secondary target groups
- Penetration rate in particular catchment zones, towns, districts (assisted and top of mind shopping centre awareness, proportion of Tbilisi Mall and competition centres' regular and infrequent visitors from particular areas, conversion rates, cross-usage, etc.)

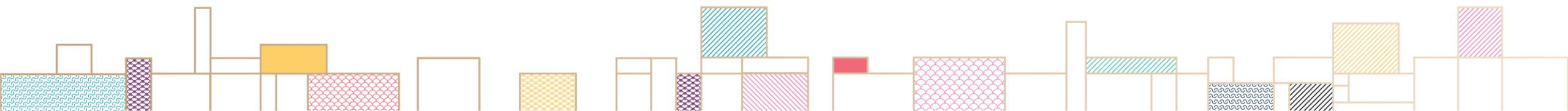
Questionnaire to be prepared in close co-operation with the Client





Sampling & Methodology

- Quantitative study conducted via F2F interviews at Tbilisi Mall's gates (PAPI – Paper and Pencil Interview or CAPI / TAPI – Computer / Tablet Assisted Personal Interview)
- Systematic sampling technique will be applied
- People exiting the shopping centre will be asked to take part in the study; participation is voluntary and anonymous
- There should be at least one interviewer near each gate (number of exits and number of interviewers will be discussed with the Client based on footfall data)
- Quotas should be applied on distribution amongst gates and days of the week (cross-locking quotas), based on footfall data provided by the Client
- Approximate even distribution of interviews based on hours of day (morning, afternoon, evening)
- An interviewer should approach visitors at a specified interval (e.g. every fifth visitor) as he or she exits Tbilisi Mall. The interval should help to ensure the randomness of sample, which must be designed so that every visitor has a known probability of being included
- Sampling unit are male and female visitors from 15+ age group who are exiting Tbilisi Mall (regardless of frequency of visits)
- Sample size: N=1000
- Length of the interview: 10-15 minutes
- Fieldwork should be conducted for 7-14 days (including weekends)



CATCHMENT SURVEY (I)

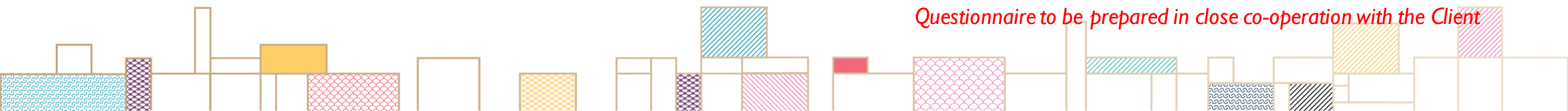


TBILISI MALL

Catchment survey to gain information about potential visitors of Tbilisi Mall should include the following indicators:

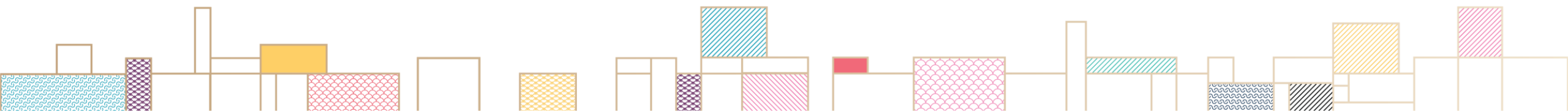
- U&A, visiting, shopping, leisure pastime and dining habits, needs and expectations connected with shopping centres in Tbilisi (Tbilisi Mall vs. competition)
- Evaluation of Tbilisi Mall's functioning, image and overall performance vs. competition
- Evaluation of marketing, PR and brand positioning performance and effectiveness in the primary and secondary catchment areas, particularly among key target audiences, including lapsed and non-visitors (sources of information, assisted & top of mind recall and attitude towards advertisements, events, promotions, etc.)
- Media usage of primary and secondary target groups
- Penetration rate in particular catchment zones, towns, districts (assisted and top of mind shopping centre awareness, proportion of Tbilisi Mall and competition centres' regular and infrequent visitors from particular areas, conversion rates, cross-usage, etc.)
- Socio-demographic profile of current and lapsed shoppers as well as non-visitors in the catchment area

Questionnaire to be prepared in close co-operation with the Client



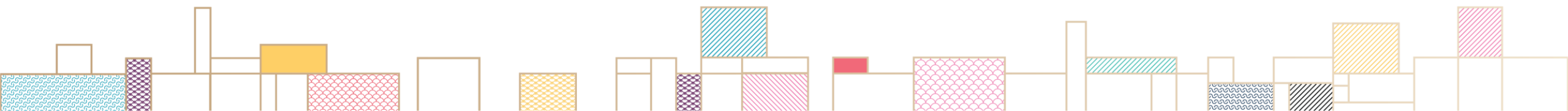
Sampling & Methodology

- Quantitative study conducted via telephone (CATI – Computer Assisted Telephone Interview) or F2F at respondents' home / street intercept (PAPI – Paper and Pencil Interview or CAPI / TAPI – Computer / Tablet Assisted Personal Interview)
- Stratified (quota) sampling based on gender, age and population characteristics in each catchment zone (cross-locking quotas)
- Sample should be designed sufficiently representative of the population in the catchment area, proportionately distributed among minimum 3 catchment zones, to facilitate analysis by demographic and relevant geographic sub-groups
- Quotas should be applied per each catchment zone, as well as for each administrative district within each defined zone. Distribution of age group, gender of population and population size in each zone and administrative district should be based on official statistical data from the recent Census
- Sampling unit are males & females from 15-65 age group who visit shopping centres at least "rarely"
- Sample size: N=1000
- Fieldwork should be conducted for 10-14 days (including weekends)
- Length of the interview: 20-25 minutes
- The minimum level of accuracy required from the survey is an RSE of 5% with 95% confidence level



Focus Group Discussions to evaluate and optimise new creative concepts

- ▶ Group discussions will focus on the following issues
 - ▶ Spontaneous reactions towards presented concepts
 - ▶ General attractiveness: likes & dislikes
 - ▶ Strengths and weaknesses of presented creative ideas
 - ▶ Evaluation of main message, its understanding and relevance for target segment
 - ▶ Impact on brand image and perception of Tbilisi Mall
 - ▶ Exploring ideas for concept optimisation
- ▶ Minimum sample size: N=3 FGDs, min. 7-8 respondents in each group
- ▶ Proposed duration: 90-120 minutes
- ▶ Proposed location: Tbilisi Mall
- ▶ Sample structure: male/female ratio, spread of age brackets, and educational background to be discussed with Client



CATCHMENT AREA ANALYSIS



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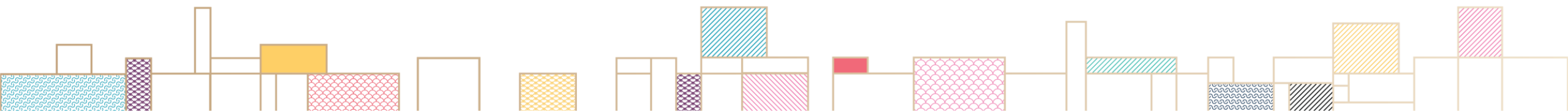
Define Catchment Area

The catchment area should be designated by drive time, which is the international standard.

A minimum of three catchment zones should be defined based on geographical distance from the shopping centre.

The catchment area should include the city of Tbilisi, agglomeration and regional locations from where existing and potential Tbilisi Mall visitors arrive from.

Analysis should also provide population and disposable income / purchasing power data for each zone and weighting of catchment with power of impact of competition.





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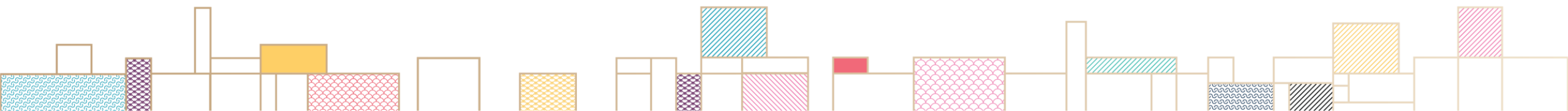
DELIVERABLES

The output of research delivered to Client shall consist of the following:

- **Full final report(s)** in PPT format (English language)
- **Executive summary** consisting of main research findings, conclusions and recommendations (English language)
- **Excel spreadsheet** containing all collected data
- **Presentation** of final results (date TBD) along with additional strategic consulting if required

Deliverables shall be submitted to the following email addresses unless otherwise specified by the Client:

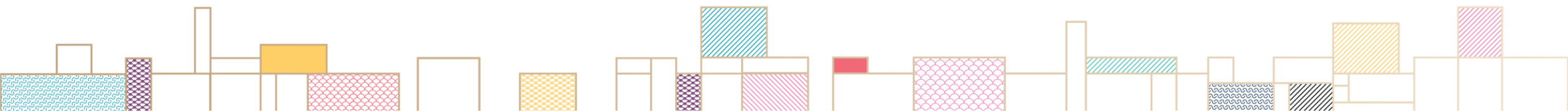
n.gogoladze@tbilisimall.com





REPORTING REQUIREMENTS

- ▶ The research partner must submit extensive though pragmatic reports (as outlined on the next slide) on the results of the desk research, exit and catchment surveys, and focus group discussions.
- ▶ The reports shall include in-depth analyses of research findings vs. market (retail industry) benchmarks and, where possible, a comparison with previous year's results, as well as interpretation of the data in relation to the current / new marketing strategy (proposal).
- ▶ The research partner shall provide Client with the opportunity to refine content and format of output, including any additional requests / analyses Client may deem necessary, upon delivery of draft reports and following the presentation within a predefined, agreed timeframe.



TIMING



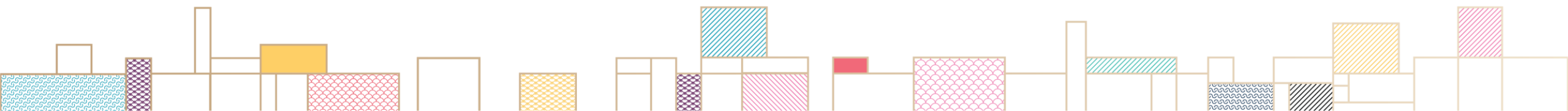
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Deadline

Fully priced offers for the research, including the detailed scope, methodology and proposed timing schedule, must be submitted by 31.07.2021

Questionnaire development and fieldwork shall be conducted according to agreed timing schedule outlined in the contract.

Deliverables (full final reports, executive summary, excel spreadsheets, and presentation) for quantitative research must be submitted in (60) days after signing contract





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Thank You!

