

# BAKERS VALUE

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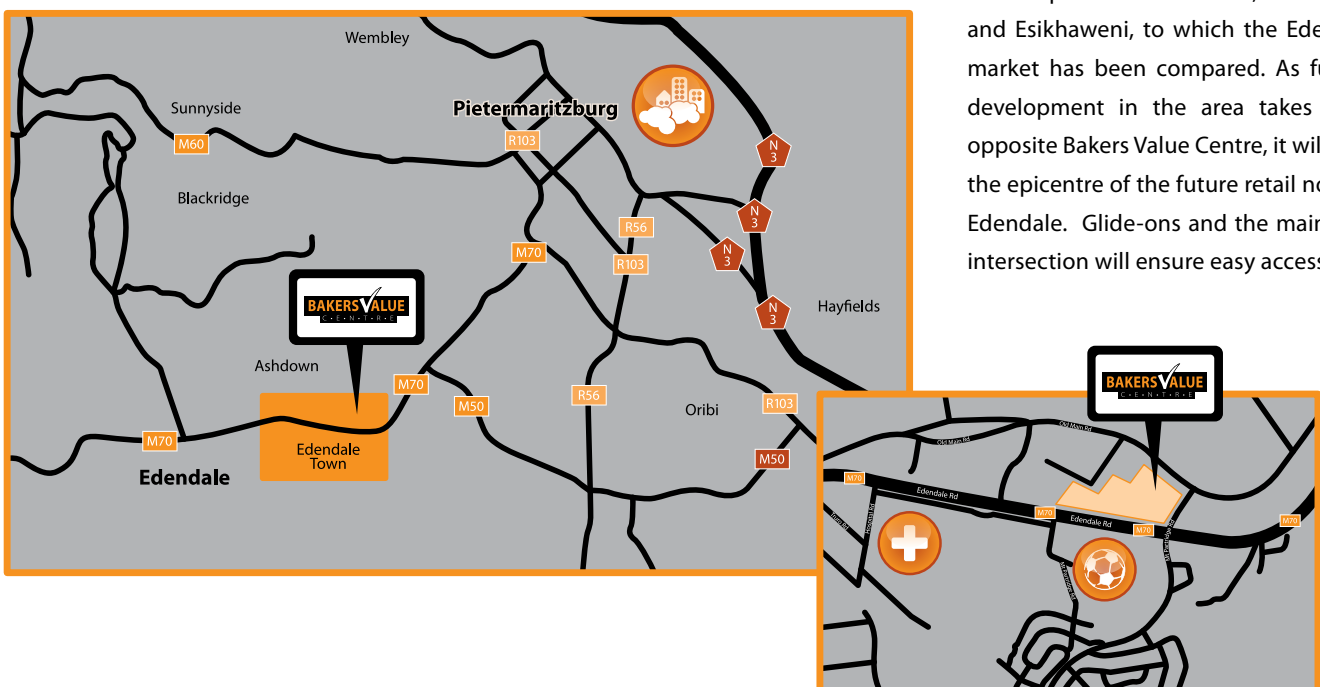




## OVERVIEW

- Bakers Value Centre is strategically placed in one of SA'S most spoken of retail opportunities: Edendale, Pietermaritzburg, KZN. Its exceptional location provides the key to the centre's ability to unlock this opportunity and cater to the needs of this price sensitive market. Bakers Value Centre, to be constructed in phases, offers retailers a unique opportunity to be a part of this exciting and long overdue retail development.
- Statistics SA shows greater Edendale as home to over 340 000 people, equating to 53% of the Pietermaritzburg population. Currently there is no retail facility in the entire Edendale area. Residents have no other option than to travel to Pietermaritzburg for their shopping needs. Bakers Value Centre will change this.
- Careful consideration has been given to the layout, design, positioning and phasing of the centre, as well as the profile of the people who will shop there. Plans also include a formalised taxi rank, which will further assist the trading density expected at Bakers Value Centre.
- Edendale is served by only one entry/exit – a double carriageway, Edendale Road (M70). Research, already conducted by Dr Neville Warrington (retail specialist) indicates that the Bakers Value Centre location is ideally positioned with high visibility, at the "entrance" or "gateway" to the Edendale trade area on this road. This positioning formula has proven very popular and successful for retail developments in other KZN

townships such as Umlazi, KwaMashu and Esikhaweni, to which the Edendale market has been compared. As further development in the area takes place opposite Bakers Value Centre, it will form the epicentre of the future retail node of Edendale. Glide-ons and the main road intersection will ensure easy access.



## RESEARCH & DEMOGRAPHICS

- The demographic profile of the market reveals an LSM of 1-4. This market is highly price sensitive and retail spending will focus more on basic commodities. Bakers Value Centre will cater to this and work off its "Value Centre" identity. This will blend with satisfying the immediate and acute need for food and commodities, later accommodating further goods categories in the following two phases. It is also believed that this strategy will secure a strong position for the centre as other retail developments gravitate to the node and offer an alternative retail mall approach, with associated higher income targeting marketing.
- The following extract is taken from the report conducted in July 2009 by Dr Neville Warrington (retail specialist) The balance of this report is available on request, for perusal.

*Edendale is classified as a "large township" in a City environment. The Edendale market is compared with that of Esikhaweni (near Richards Bay), Umlazi and KwaMashu (Durban), where new shopping centres have recently been established.*

### Retail Market Comparison (Primary Zones)

Place	Trade Population, 2001	Per capita income/ annum, 2001	Retail Market Value (Sales), 2009	Approximate market share at centres*
Esikhaweni	105 528	R7 039	R734 million	37%
KwaMashu	182 000	R5 553	R1.09 billion	34%
Umlazi	270 910	R5 782	R1.64 billion	31%
Edendale	212 045	R5 235	R1.1 billion	-

\* Based on supermarket performance

*The relative wealth in the primary zone of the Edendale market is similar to that of KwaMashu. The most unique feature of the Edendale market is the proximity to a substantial rural population in the secondary zone that travels on the same main road past the proposed site to do shopping in Pietermaritzburg CBD. The site in question is well located to intercept patrons from the rural hinterland as well.*



PHASE 1 LAYOUT

## DEVELOPMENT PHASES

<p>Phase 1 Consumer Goods 6000 m<sup>2</sup></p>	<ul style="list-style-type: none"> <li>Includes National Cash and Carry Superstore, KFC and food outlets, banking facilities, postal and services, beauty and hair, doctors and medical, cellular and telecoms, chemist and cosmetics.</li> <li>Construction commenced.</li> </ul>	<p>Completion due October 2010</p>
<p>Phase 2 Hardware &amp; Household 7000 m<sup>2</sup></p>	<ul style="list-style-type: none"> <li>Includes national hardware superstore, household goods and appliances, furniture, value clothing superstores, fabrics and home ware.</li> </ul>	<p>Completion due September 2011</p>
<p>Phase 3 Motor Trade - 3000 m<sup>2</sup></p>	<ul style="list-style-type: none"> <li>Includes national fuel retailer, new and used motor traders, tyres and alignment, battery outlet.</li> </ul>	<p>Completion due March 2012</p>

## 3 PHASE LAYOUT



## CONTACT DETAILS

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