

MARKET ANALYSIS + OPTIMIZATION LEISURE CONCEPT

HALLEN AM BORSIGTURM



Source: www.aac-berlin.de

Client: Herlitz Falkenhöh AG, Berlin
Vernal Asset 2 B.V., Amsterdam (NL)

Year: 1997/2008

Location: Berlin-Reinickendorf, Germany

Brief Description:

In 1997, Wenzel Consulting Aktiengesellschaft was commissioned to carry out a market analysis for various entertainment projects in Berlin. The reason for this study was Herlitz Falkenhöh AG's intention of developing a combined leisure-shopping centre on the Borsighallen premises in Berlin-Tegel. The market analysis served the security of the investment risk.

The object was opened in March 1999. Besides the retail trade space, the centre includes a Cinestar multiplex-cinema, a bowling centre, evening dining as well as a row of other catering offers.

In 2008, Wenzel Consulting was commissioned by Vernal Asset 2 B.V., Amsterdam (NL), represented by Archon Group Deutschland GmbH, Berlin, with the evaluation of the existing leisure offers and, in a second step, with the identification of alternative leisure uses for the facility Hallen Am Borsigturm.



Tasks:

Market Analysis (1997):

- Site Analysis
- Analysis of the Entertainment Market
- Market Analysis of different Leisure Markets
- Summarized assessment of development prospects for the Shopping and Entertainmentcenter Borsigturm

Optimization of the Leisure Concept (2008):

- Site Analysis
- Analysis of the Catchment Area
- Analysis of the Competition
- Evaluation of the existing Leisure Offers
- Identification of alternative Leisure Uses and Guidances