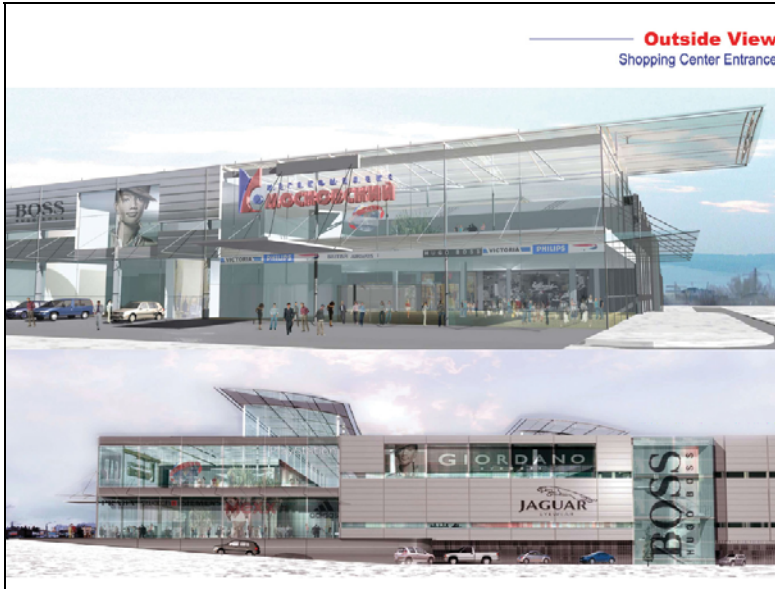


## MARKET AND SITE ANALYSIS

### LEISURE AND SHOPPING CENTRE NOVO-SADOWAJA, SAMARA



Source: Project brochure, ESP Service- und Projektmanagement Hannover GmbH + Willens Associates Architekten

Client: Victor & Co. Megacomplex na Moskovskom  
Year: 2004  
Location: Samara, Russia

#### Brief Description:

Victor & Co. has been operating the combined leisure-shopping centre “Mega-complex” as the largest centre of its kind in Samara since 2001. The newly acquired approximately 20,000 sqm of property required the development of an utilization concept for the micro location of Novo-Sadowaja based on a market and site analysis.

In cooperation with BulwienGesa AG, Hamburg, Wenzel Consulting was commissioned to develop a retail and leisure concept for the approx. 30,000 sqm gross area.

Around 25,000 sqm will be dedicated to retail. The remaining 5,000 sqm will be available for leisure and f & b. A variety of restaurants and bars, a food court, an indoor children’s play area as well as an optional multiplex cinema are planned. The attraction will be complemented by an underground parking lot.



The survey was supported by the Samara branch of ESP Service- and Projektmanagement Hannover GmbH.

On April, 29<sup>th</sup>, 2006 the Grand Opening of “Mega City” took place in Samara.

Tasks:

- Evaluation of the Site (Makro and Mikro Site)
- Competition Analysis (Retail und Leisure)
- Catchment Area Analysis (Retail and Leisure)
- Investigation of Purchasing Power/Volume of Demand
- Concept Development (two alternative Concepts) incl.
  - Conceptual Design
  - Turnover Prognosis
  - Rental Income Prognosis
- Schematical Layout-Planning