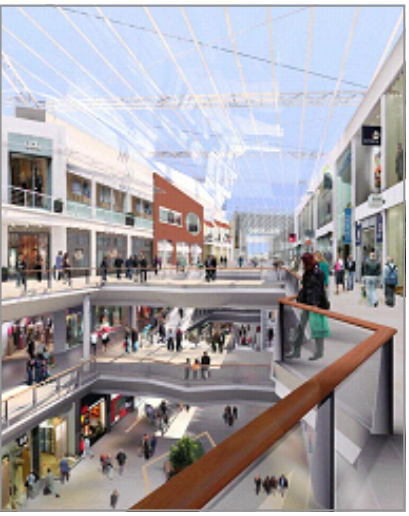
Geo Strategies

Experian™



Property & Retail Planning

Consultancy for investors, developers and owners

Why work with us in Romania?

We have unique market planning products and expertise for Romania. We are both global and local and, together with Experian - a business employing 12,500 people in 32 countries, with annual sales in excess of £1.7Bn - we offer un-rivalled support to all those interested in the property sector world-wide.

We base our offering on unique information assets and long-term experience in the Romanian market.

Mosaic Romania

Jointly developed and owned by Geo Strategies and Experian, Mosaic Romania classifies the entire population of 21.6 million people into 10 Groups and 45 Types. Mosaic is the world-leading consumer segmentation in over 25 countries world-wide.

Geographic Information Software & Services

The richest mapping data for Romania is available from Geo Strategies to support a wide range of applications from logistics and GIS, to micro-marketing. We assist our customers to make the most of their data helping them with data cleaning, enhancement and data mining services. In addition, we provide best-of-breed solutions plus local-language training.

Specialist Databases

Maintaining a comprehensive property and retail database in Romania allows us to define and model catchments throughout the country.

Retail Knowledge

We have assisted multi-nationals to develop their networks in Romania since 1993. In addition, we capitalise on Experian's 25 year track-record in providing consultancy to retailers world-wide.

FootFall

FootFall's brand is synonymous with pedestrian counting around the world. It provides valuable insight for both marketing and operational monitoring. FootFall clients include nine out of every ten retail property companies and funds in the world.

Economic Forecasts

We provide access to world-leading forecasts from Experian's Economics team. This provides context, benchmarking and economic insight for Romania in both a European and world context.

Geo Strategies comprehensive and forward-looking study has provided us with unique information and insight about retail potential. This has helped us identify and prioritise our next locations. We trust the results of the analysis and value the recommendations.

Cornel Oprisan, Managing Director, IKEA Romania

mosaic™ Romania

Understanding the retail environment

We can help you:

- Understand the location
- Assess commercial viability
- Document your investment case
- Optimise retail mix

Our approach

We employ a range of techniques to maximise your investment:

- Catchment definition
  - Size & composition
  - Expenditure estimates
- Mosaic / Demographic profiling
  - People in catchment
  - People visiting
- Competitive positioning
  - Against other retail destinations
- Market potential
  - Local and regional economy
  - Future direction
- Centre benchmarking
  - Monitoring

We help you quantify attractiveness, prioritise marketing activities and how to communicate with target consumers and tenants.

We are impressed by the meaningful information and support we have had from Geo Strategies. This has been timely, well informed and of the highest standard.

Mark Mannering, Managing Director, King Sturge, Romania.

A selection of Experian's global customers

- Atisreal
- British Land
- Capital Shopping Centres
- Crown Estate
- DekaBank
- Grosvenor
- Hammerson
- Henderson
- ING
- Land Securities
- Legal & General
- Lendlease
- The Mail Corporation
- Morley
- Multiplex
- Multi Development Corporation
- PRUPIM
- Redevco
- Rodamco
- Schroders
- Sonae
- Westfield

Contact us

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