BAYFIELD

In partnership with:

Ipsos



Introduction to Shopping Centre Investments

Public & In-house training: Three days

A highly integrated course delivers an understanding of shopping centres as a financial opportunity.

Shopping centres need to be built in particular locations and their design flexible enough to meet new product mixes in a dramatically changing retail environment. You will explore and use the many available products to help understand consumers and catchments. There will be a chance to look at different build designs and operational strategies. You shall be introduced to financial modelling of retail property assets and you will learn about sustainability regulations and new technologies.

The course will help you identify the features and needs of different shopping centres using case studies throughout the the three days of training. You will also have the opportunity to try our ground breaking game "The perfect mall" competing with your peers.

Who will benefit from this course?

- Professionals who are new to investing in shopping centres
- Real Estate Professionals who would like to update their knowledge of the investment of retail assets.
- Shopping centre managers who would like to communicate more effectively with investors and owners on the financial impact of their management strategies.
- Suppliers to shopping centres to help them quantify and communicate how their product can add value.
- Data company providers who would like to further understand the needs of shopping centre investors in order to help them improve their service.
- Graduate student who would like to learn about shopping centres
- Analyst and modellers who would like to learn more about the shopping centre lifecycle.

Course Outline

DAY ONE

The history of Shopping centres

- Retail and Shopping Centre History
- Shopping centre definitions: Industry definitions, Retail Quilts
- REVO, ICSC and other Membership, Research and Policy Bodies

Retailers, consumers and consumer behaviour:

- Retailers Classifications
- Consumer Classifications
- Operational Metrics: Footfall, Dwell, Frequency, Spend

Shopping Centre Design

- Humanics, Mechanics, Branding and Design
- Design, considerations and Metrics

Sustainability in shopping centres

- Queensgate Shopping Centre

Shopping centre design Game

DAY TWO

International Retail industry

- The Retail Trading Billionaire game
- Online Retailing
- Development, Size& Structure of the Market

Retail Property Macro Economics

- Global Demand and Supply
- Retail Property Indicators in the global retail
- Occupier, asset and development markets
- How retail responds to trends

Understanding Key Retail lease covenants

Introduction to Financial Modelling of Retail Property Assets

- Retail Property Development
- Retail Property investment

DAY THREE

Bayfield Training shopping centre

- Game: Lease a shopping centre
- Reviewing the lease strategy
- Shopping centre financial model analysis
- Future of retailing, Technology

Shopping Centre Ownership

- Companies, Partnership, REITS an Joint Ventures
- Global Retail Property ownership control

Contact us

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