



# VODAFONE CASE STUDY

How We Assisted a Vodafone Franchisee Determine Their Next Store Location by Comparing Various Leasing Opportunities.

## AT A GLANCE

### CHALLENGES

- Limited to a Specific Franchise Territory
- Many Competitors in the Vicinity
- Lack of Strategic Opportunities Available.

### SECURED OUTCOMES

- Reliable Data Presented
- Profitable Sites Identified.



"Retail leasing is a highly strategic endeavor that necessitates constant vigilance to secure prime locations ahead of the competition."

**GERRY PETROPOULOS**  
MOSCOM.

## OBJECTIVES

The franchisee was confined to a territory roughly 1 square kilometer and sought guidance on identifying the most advantageous location for establishing a Vodafone retail store, as well as securing a suitable premises within that area.

## SOLUTIONS

We conducted a comprehensive area analysis to identify key retail opportunities. This process involved assessing competitor locations, analysing foot and vehicle traffic, and exploring emerging retail developments.

After pinpointing the optimal location, we evaluated historical rental data to ascertain prevailing market rents. Following consultations, we began presenting the client with suitable options as they emerged.

The client became more confident and had the conviction to make a decision with the information we provided.

## BENEFITS

### Researched Location

Each location was meticulously researched, ensuring the new venture will be successful.

### Rental Information

Market rentals were obtained, giving the client a clearer understanding when it came to budgeting.

### Convenience

We managed the whole process for the franchisee.