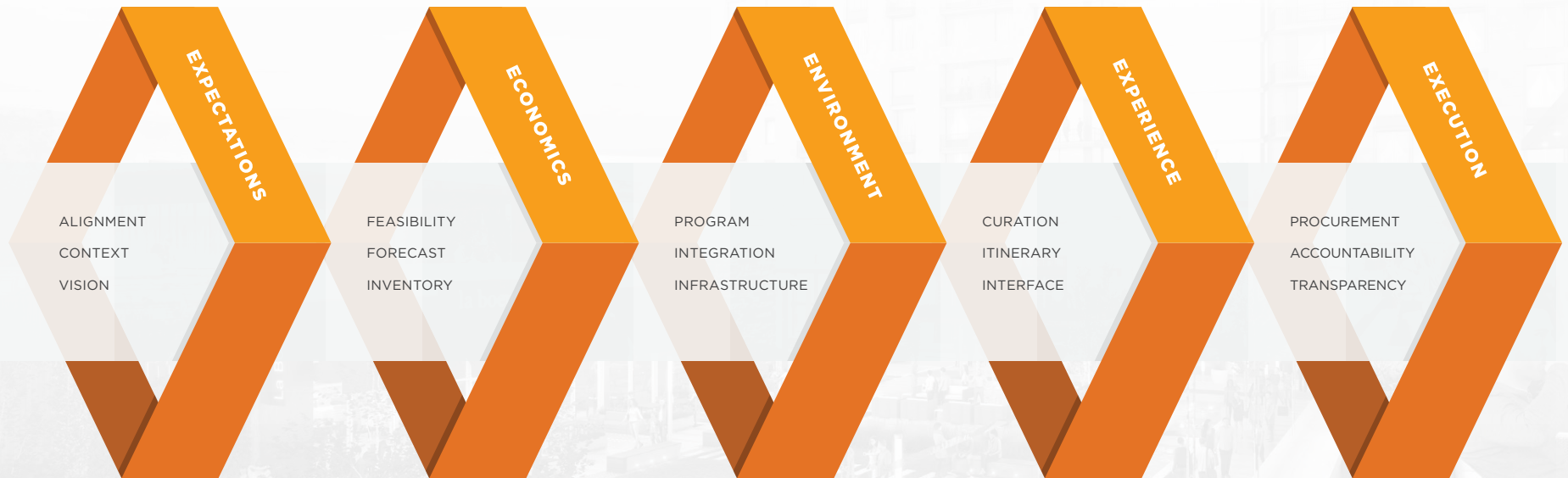


RETAIL BUILDING BLOCKS®

PROJECT ADVISORY APPROACH

Our collaborative approach to delivering a set of ***tailored retail solutions*** that support the fundamentals of successful places.



	OBJECTIVES	DISCOVER	EVALUATE	DELIVER
EXPECTATIONS	<p>Alignment</p> <p>Context</p> <p>Vision</p>	<p>What problem are we trying to solve?</p> <p>What resources are needed?</p> <p>What is the desired future state?</p> <p>How do we reach desired future state?</p> <p>Who are the key stakeholders?</p> <p>How do we measure success?</p>	<p>Master Plan</p> <p>Current State Retail Environment</p> <p>Current State Plans</p> <p>Positioning & Potential</p> <p>Risks & Limitations</p> <p>Timetable & Milestones</p>	<p>Current State Assessment</p> <p>Future State Requirements</p> <p>Retail Action Plan</p>
ECONOMICS	<p>Feasibility</p> <p>Forecast</p> <p>Inventory</p>	<p>Who is our audience?</p> <p>What are market rents?</p> <p>Who is our competition?</p> <p>Why does retail work?</p> <p>What type of retail will work?</p> <p>How much retail will work?</p>	<p>Market Data</p> <p>Lease Economics / Comps</p> <p>Competitive Set</p> <p>Retail Supply & Demand</p> <p>Retail Feasibility</p> <p>Retail Inventory</p>	<p>Market Study</p> <p>Initial Gap Analysis & Brand Matrix</p> <p>Validation of Retail Assumptions</p> <p>Draft Retail Pro-Forma</p> <p>Merchandising Strategy</p>
ENVIRONMENT	<p>Program</p> <p>Integration</p> <p>Infrastructure</p>	<p>Where to best position retail?</p> <p>What is the optimal retail form?</p> <p>How will retail interact with other uses?</p> <p>How will retail interact with customer pathways?</p> <p>How will retail function?</p> <p>How to enhance customer interaction?</p>	<p>Retail Inventory & Programming</p> <p>Retail Integration</p> <p>Retail Streets & Sidewalks</p> <p>Retail Scale & Massing</p> <p>Retail Infrastructure</p> <p>Retail Ingress & Egress</p> <p>Parks & Plazas</p>	<p>Programming Recommendations</p> <p>Merchandising Test Fit</p> <p>Project Analogs</p>
EXPERIENCE	<p>Curation</p> <p>Itinerary</p> <p>Interface</p>	<p>Which brands make the biggest impact?</p> <p>How to increase frequency of visits?</p> <p>How to increase duration of visits?</p> <p>How to increase conversion rates?</p> <p>How do we program for adaptability?</p> <p>How to satisfy both functional & social needs?</p>	<p>Merchandising Strategy</p> <p>Multi-purpose Itinerary</p> <p>Customer Interaction & Navigation</p> <p>Smart Building Technology</p> <p>Multi-channel Opportunities</p>	<p>Merchandising Scenarios</p> <p>Refined Brand Matrix</p> <p>Experience Map</p> <p>Programming Updates</p>
EXECUTION	<p>Procurement</p> <p>Accountability</p> <p>Transparency</p>	<p>What collateral is needed to tell the story?</p> <p>How to best engage target brands?</p> <p>Who is accountable for which brands?</p> <p>Which deal metrics are important?</p> <p>How to best collaborate and exchange ideas?</p> <p>What information is needed to make decisions?</p> <p>How to accelerate the lease workflow?</p>	<p>Marketing & Media</p> <p>Merchandising Scenarios</p> <p>Merchandising Contingencies</p> <p>Target Brand Ownership</p> <p>Retail Pro-Forma</p> <p>Collaboration Platform</p> <p>Reporting Requirements</p> <p>Underwriting Requirements</p> <p>Lease Workflow Protocol</p>	<p>Marketing & Media Recommendations</p> <p>Leasing Activity Reports</p> <p>Variance Reports</p> <p>Market Reports</p> <p>Lease Workflow Documentation</p>