

RETAIL FORMAT COMPARISON

	Bulky Goods Showroom	Core Retailing
Location	<p>Located in close proximity to activity centres generally on edge or outside of activity centres due to permissibility of bulky goods showrooms in lower priority land zonings</p> <p>Generally located on major arterial roads due to exposure to passing traffic, accessibility for customers by car and public transport connectivity</p>	<p>Located centrally within principal activity centres due to restrictions on retail uses outside of highest priority land zonings</p> <p>Generally located in centre of town locations as major anchor to activity centres</p>
Merchandise	Generally large items in terms of size, shape and weight	Generally small items in terms of size shape and weight
Products	Generally 'homemaker' products including furniture, electrical, furnishings, bedding, building materials, household fixtures and fittings etc	Generally 'everyday-needs' products principally including food and clothing, general retail products and services
Display Requirements	<p>Large floor plates required for the storage handling and display of bulky items</p> <p>Typical tenancy areas for major tenants is 1,000-3,500 sqm and for minor tenants 300-500 sqm</p> <p>Typical ceiling height of 4.5-6.0 metres for storage and display of products in industrial racking</p>	<p>Generally small floor plates for majority of tenants in the range 80-120 sqm</p> <p>Major tenants anchoring shopping centres typically 3,500-5,000 sqm include supermarkets and department stores</p> <p>Typical ceiling height of 3.0-3.6 metres for display of products in standard shop fittings</p>
Customer Visitation	<p>Infrequent / Destination trip</p> <p>Considered capital investment</p> <p>Low volume of average customers per day</p> <p>Generally short period of stay for sole purpose of acquiring goods</p>	<p>Frequent / Impulse trip</p> <p>Everyday needs</p> <p>High volume of average customers per day on average 3 to 4 times the population density of bulky goods showrooms</p> <p>Generally longer period of stay associated with lifestyle shopping, leisure, dining and entertainment facilities provided within shopping centres</p>

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Trading Patterns	<p>Generally higher ticket value per average sale than core retailing</p> <p>Low average turnover per square metre of floor area</p>	<p>Generally lower ticket value per average sale than bulky goods showroom</p> <p>High average turnover per square metre of floor area</p>
Built Form	<p>Large floor plates</p> <p>Non-active frontages due to large floor plates and coarse-grain subdivision pattern</p> <p>Primarily outdoor environment for public circulation</p>	<p>Small floor plates</p> <p>Active frontages due to small floor plates and fine-grain subdivision pattern</p> <p>Primarily indoor environment for public circulation with the exception of traditional 'street' or 'strip' based retailing</p>
Loading & Goods Handling Requirements	<p>Deliveries to majority of tenants by semi-trailers and large trucks</p> <p>Direct access to rear of tenancy for unloading of bulky goods and storage within tenancy</p> <p>Direct access for collection of bulky goods after purchase by customers for loading into their vehicles</p>	<p>Deliveries to major tenants only by semi-trailers and large trucks. Deliveries to the majority of small tenants by small trucks and vans</p> <p>Direct access for loading to major tenants only. Majority of small tenants transfer goods via service corridors or public mall</p> <p>Primarily cash and carry</p>
Car Parking	2.5-3.0 car spaces per 100 square metres of floor area	5.0-8.0 car spaces per 100 square metres of floor area.
Rent	Low-Medium rent per annum	High rent per annum
Outgoings	Low outgoings	High outgoings