



**BUYOLO**  
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## **RESEARCH ON KHAYELITSHA MALL**

### **Client**

University of Stellenbosch Business School

### **Objectives**

To investigate challenges faced at Khayelitsha Mall and look at future plans or strategies to address challenges.

### **Tactics Employed**

- Desktop research was conducted to establish when the mall was built, investments made, tenancy patterns and total space usage
- A questionnaire was designed and used as an interview guide to obtain information.
- Observations of respondents were also noted

### **Outcomes**

- Background information relating to Khayelitsha Mall was collected.
- The mall houses national, regional and local tenants, including fast food outlets, banks, electronics shops, furniture shops, doctor's surgeries, clothing shops, postal services, liquor stores and retail outlets.
- It was found that crime contributed negatively towards the image of the mall, with the Mall being viewed unsafe.
- The open-air structure of Khayelitsha Mall was unattractive to users
- It was suggested that the mall needed more surveillance cameras, tighter security measures and more security personnel to help reduce crime levels.
- The users of Khayelitsha Mall expressed concern over the poor state of the mall toilets.