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## **RESEARCH ON NONQUBELA SHOPPING CENTRE**

### **Client**

University of Stellenbosch Business School

### **Objectives**

To investigate challenges faced by Nonqubela Shopping Centre in Khayelitsha as well as future plans or strategies to eliminate these challenges.

### **Tactics Employed**

- Desktop research was conducted to establish when the mall was built, investments made, tenancy patterns and total space usage.

### **Outcomes**

- Background information relating to Nonqubela Shopping Centre was collected.
- A fact sheet was developed in relation to the types of businesses operating at the centre, tenancy, challenges and future plans.
- It was discovered that crime contributed negatively towards the image of the centre and this lead to the Shopping Centre being viewed as risky.
- Informal settlements were observed just outside the Mall and were noted as a high security risk, as criminals sometimes commit offences and disappear into the shacks.
- Security upgrades such as cameras and more security guards were required to reduce the crime levels and lead to customers feeling safe.
- A suggestion was made that road markings, pedestrian crossings and other pedestrian safety related features be fixed at the Centre.