

Tenant Newsletter



Diamond Pavilion
shopping mall

3 / 2009

REMEMBER:
3rd - Cut off date
for Turnovers

Our website: www.diamondpavilion.co.za

Dear Tenants

In our previous newsletter we spoke about customer service. Reading through Lets Talk Retail I came across this article entitled **The WINDOW of OPPORTUNITY.**

I have added a few of my own ideas and hope that you will take the opportunity to look carefully at the window displays of your store!

"Eye-catching visual presentations in your window are one of the strongest tools you can use to lure customers and establish your brand.

"In tough times retailers have to work harder than ever to get feet through the doors. Now is the time to take a very critical look at your displays and see if they are working hard enough for you."

- Does my window display **really** attract interest and give an **excellent** idea of what my store can offer?
- Are my displays **enticing** enough to encourage sales?
- Are I and my staff taking the window displays **seriously as marketing tools?**
- **Be creative!**
- **Lighting** can make or break a display.
- Make **regular changes** to your window displays especially with special events like Father's Day.
- **Are my windows clean?**
- **Invite** your store neighbours or centre management to give you feedback on how they see your window displays.



FOOTCOUNT:

MAY 2009: 370,648

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TENANCY

Tenancy is currently receiving the highest priority with owners and management and we welcome your suggestions. This month we welcome **KOEKSISTER**. Pay them a visit for the very best in home industry products.

Standard Bank has recently installed an **ATM** next to Roman's Pizza and is in the process of shop fitting their branch opposite Traumerei. Obviously a project of this size goes hand in hand with a little inconvenience. We thank you for your understanding and look forward to the opening of an exciting **new design Standard Bank**.

Kodak Hunting Express will soon commence shop fitting and open towards the end of June 2009.

PAST EVENTS

For **Mother's Day** our customers were surprised to receive a beautiful handmade chocolate branded with the Diamond Pavilion logo. *The Flight Centre* Mother's Day competition was won by *Mrs Jacqueline Etzebeth* of Jacobsdal. Mrs Etzebeth made her purchase at **Green Cross**.

WESSA held a **World Environment Week** Expo at Diamond Pavilion from 1-6 June 2009. The exhibitions were top class and very visual. The exhibition was such a success that there has been a call for this to become an annual event. The photo competition received around 240 entries. Thank you to **Kodak** who sponsored the main prize. **Trappers Trading, Hi Fi Corp, Roman's Pizza, Movie Zone, Signature Cosmetics** and **Diamond Pavilion** also sponsored prizes for the competition. **Checkers** and **Wimpy** sponsored refreshments.

UP-COMING EVENTS

FATHER'S DAY - SATURDAY
20 JUNE 2009 – Standard Bank Motor Show

WINTER SIDE WALK SALE -
31 JULY – 9 AUGUST 2009

TRADING TIMES

On request from the marketing committee and a general tenant's meeting held on 28 May 2009, we advise that all tenants must conform to the agreed trading hours. In future no tenant will be allowed to undertake training and stock taking during trading hours without prior written notice and consent from centre management. Tenants failing to adhere will without any further notice be penalized as stipulated in the agreement of lease.

...Window Displays



MARKETING COMMITTEE

A very successful **Tenant's Meeting** was held on 28 May 2009 in the Movie Zone cinemas. Mugg and Bean was contracted to supply the catering and we all enjoyed a lavish and delicious breakfast.

The **Marketing committee** last met on 2 June 2009. Minutes of these meetings are available from your zone representative or the centre management office.

COMPETITION

The marketing committee will judge the store with the best **Father's Day window display!**