



**STRATEGIC PLANNING
CONCEPTS INTERNATIONAL, LLC**

A Real Estate Development Services Company

**U.S.A.
RETAIL
DEVELOPMENT**

QUALIFICATIONS

Strategic Planning Concepts International (SPCI) is a strategic planning and consulting firm designed to meet client needs by providing professional real estate and retail consulting.

Areas of service include:

- ◆ **Community and Government Relations**
- ◆ **Competitive Analysis**
- ◆ **Customer & Consumer Analysis**
- ◆ **Customized Market Research**
- ◆ **Demographic Assessments**
- ◆ **Ethnic & Cultural Studies**
- ◆ **Labor Studies**
- ◆ **Land Use Options**
- ◆ **Leasing Strategies**
- ◆ **Market Entry Strategies**
- ◆ **Market Feasibility & Analysis**
- ◆ **Marketing Strategies**
- ◆ **Retail Sales Analysis**
- ◆ **Site Analysis & Site Selection**
- ◆ **Strategic Planning**
- ◆ **Traffic Studies**

SPCI works closely with clients in the western USA to:

- ① **expedite the development of their properties and projects,**
- ② **add value to their real estate portfolio,**
- ③ **enhance and leverage their investments,**
- ④ **perform customized research and strategic planning,**
- ⑤ **reposition obsolete, mixed use or retail properties,**
- ⑥ **assist in customized problem solving,**
- ⑦ **serve as an outsourcing agent for research and planning.**

SPCI assists clients to clearly define, develop and implement market-based, cost-effective and results-oriented real estate development including marketing and leasing strategies.

Emphasis is on ensuring that corporate goals and objectives are aligned with actual and emerging markets, actual trade area demographics and the regional economic situation, and also taking into account the competition and relevant market trends.

Through working arrangements with specialists in a variety of areas, **SPCI** is able to provide expertise throughout the spectrum of real estate planning and land use activities.

SPCI is *particularly skilled* at providing *hands-on fieldwork research* to test the validity of project plans and printed public data in order to develop effective marketing and leasing strategies. This attention to research ensures that clients remain on the competitive edge and can identify and target their most lucrative markets, especially in this era of rapidly shifting consumer demands and increasing competition.

Principals and associates at **SPCI** are trained and experienced to offer clients objective and unbiased recommendations and action plans on a local and regional basis.

SPCI professionals draw on extensive multi-cultural backgrounds and experience gained from transacting business in the United States, México, Central America, Europe and the Far East. This broad experience is of great value in assessing fast changing demographical situations.

This brochure reflects some of Strategic Planning Concepts International's (SPCI) experience in the USA marketplace.

Among the types of assignments that *Strategic Planning Concepts International* will perform, customized to the special requirements of your project, are:

- ✓ Define and analyze the development situation, target markets, primary and secondary trade areas, competition, specific sites and factors such as site access, visibility and frontage
- ✓ Assess the reliability of existing data sources
- ✓ Develop a strategic plan
- ✓ Establish real estate development objectives
- ✓ Develop target customer profiles
- ✓ Develop effective entry and marketing strategies
- ✓ Evaluate the competition
- ✓ Assess the effectiveness of current marketing strategies and positions
- ✓ Provide tours of markets, trade areas and retail competition
- ✓ Provide customized service above and beyond the areas of service listed above, depending on client needs

NATIONAL AND INTERNATIONAL RETAIL EXPERIENCE

UNITED STATES

Ahmanson Commercial Development
Amaranth
AutoZone
Avatar Development Co.
The Carlson Company
The Carver Company
Catellus Development Corp.
City of Chula Vista
City of Los Angeles
City of Pico Rivera
City of San Diego
Crumpler and Kruger
Edward J. DeBartolo Corp.
Donahue Schriber
Evergreen Real Estate Development
Fenton Western Properties
Forest City Development
The Fransen Company
John Hancock Real Estate Investment Group
The Hahn Company
Hechinger Co.
Holsman International
Home Depot
Howard Hughes Properties
Hoyts Cinema Corp.
Irvine Retail Properties
JMB/Urban Development Group
Kornwasser Friedman
Lundin Development
The Macerich Company
MG Herring
Newhall Land and Farming
Nordstrom
Prudential Development Group
RiverEdge Development Company
Ross Dress for Less
Rreef Funds
Saks Fifth Avenue
San Diego National Sports Training Fdn.
Santa Fe Pacific Realty Corporation
Smart and Final
Southmark Pacific
Southwestern Bell Communications

Sport Floor USA
The Staubach Company
The Strategic Edge
Swatch Watch USA
Thompson and Associates
Toyota
Urban Retail Properties
Warner Brothers
Watt Investment Properties, Inc.
Westfield
Wilson Automotive Group
Xerox Realty Corp.

MÉXICO

ABITA
AC Mexicana
ADC Promotores
Altozano
ANTAR
ARA, Consorcio
ARYBA
Auchan
Avatar
Aguascalientes, State Government of
Banorte
Bash Real Estate
BDI
BP-Rio Development Co.
C&A
Cabi Corp.
Centro Cultural de Guadalajara
Centro Cultural Universitario
Centro Milenium
Chelsea GCA
Cinépolis
Credit Suisse
Cushman Wakefield de Mexico
Danhos
Desarrollos Delta
Desarrollos Mega
Detur
Devain
Dicsa

DMI
 DSC
 Dyca
 Dynatech
 Edsaco
 El Campanario
 Empacadora San Lorenzo
 Escala
 Excel Inmobiliaria
 Fabricas de Francia
 FAME, Division Inmobiliaria
 GE Capital de Mexico
 GIAA
 GII
 GMI
 Grupo Accion
 Grupo Acosta Verde
 Grupo ARCO
 Grupo AXO
 Grupo Bal
 Grupo Depromesa
 Grupo Dicas
 Grupo Gicsa
 Grupo Gravi
 Grupo Ibarra
 Grupo IDEA Inmobiliario
 Grupo Internacional de Inversiones
 Grupo Javier
 Grupo Lamosa
 Grupo Promodesa
 Grupo Proyecto
 Grupo Questro
 Grupo Rio San Juan
 Grupo Roma
 Grupo Sordo Madaleño
 Grupo Tribasa
 Haber
 HEB
 Hines de México
 HOLA
 Hoyt's Cinemas
 IDISA
 IGS Comercial
 Imagen Vision Inmobiliaria
 Impulso
 Inmobiliaria y Promotora La Fe

Interdiseños
 JEGA Promociones Comerciales
 Jones Lang LaSalle de Mexico
 JP Arquitectos
 Inmobiliaria San Roque
 Integraconsultores
 Kimco Realty Corp
 KMart de México
 La Rioja
 LARROC
 LaSalle
 Lobaton
 Maple
 Marfil
 Metro de México
 Mexus
 Michel y Asociados
 Molduexport
 Montage Holdings
 O'Connor Capital
 Organización Ramirez
 Parque Industrial Querétaro
 Parque Logistico
 PDC2
 Plaza de Toros Monumental
 Probert
 Procinsa
 Prolamsa
 Promotora de Desarrollos de Puerto Cancun SA de CV
 Protexa
 Prudential Real Estate Investors
 Puerto Cancun
 Puerto Los Cabos
 Pyosa
 Retail Development Group
 Rio Development
 Salgado
 Servicios Liverpool
 S-Mart
 Soti
 STIVA
 Tenedora de Querétaro
 Tome
 Tres Marias
 Trinity Capital
 U-Calli

URBI
Valores Transnacionales
Vaupan Financial
Vesta
Vidabec
World Trade Center (Ciudad de Mexico)
Yucatan Country Club

CHILE

Credit Suisse

COLOMBIA

Promotora LAB

COSTA RICA

Almacenes Siman

ELSALVADOR

Almacenes Siman

GUATEMALA

Almacenes Siman

Grupo Spectrum

HONDURAS

Almacenes Siman

NICARAGUA

Almacenes Siman

SOUTH KOREA

Organizing Committee of the Games of
the XXV Olympiad

SINGAPORE

CWI/The Walker Group

FEDERAL REPUBLIC OF GERMANY

Metro GmGH

ProSport Presse Dienst

Sports Informations Dienst

RETAIL CENTER PROJECT EXPERIENCE IN THE USA

BARSTOW MALL - Barstow

Assignment: Evaluate the Barstow trade area, retail competition and demographics to assess the market and develop strategies to reposition the regional mall, expand it or develop an alternative reuse.

Client: John Hancock Real Estate Investment Group

CALEXICO MALL - Calexico

Assignment: Determine the feasibility and potential sales for a regional mall in Calexico, serving the Imperial Valley; assess the contribution of Mexican customers; formulate marketing strategies to target customers.

Client: Crumpler and Kruger

CAROUSEL MALL - San Bernardino

Assignment: Assess the demographic shift in the market and present a strategy for repositioning and re-tenanting the mall.

Client: Urban Retail Properties

CENTURY CITY MALL - Beverly Hills

Assignment: Assist in developing strategies for repositioning and re-tenanting the mall following a turnover in ownership to reverse sagging sales trend.

Client: Rreef Funds

FASHION ISLAND - Newport Beach

Assignment: Assist in developing strategies for repositioning the existing mall which had suffered the loss of a major anchor and was experiencing sales decline.

Client: Irvine Company

FRIARS MISSION CENTER - San Diego

Assignment: Evaluate the trade area and competition following loss of an anchor tenant and propose new leasing and marketing strategies in line with changes in the marketplace.

Client: Fenton Western Properties

I-80/PLACER COUNTY MALL - Rocklin (greater Sacramento)

Assignment: Provide strategic planning for client: Evaluate the trade area, demographics, competition, and the site and develop an entitlement approved strategy.

Client: JMB/Urban Development Group

IMPERIAL VALLEY MALL, Imperial county

Assignment: Determine the feasibility and potential sales of a regional mall in Imperial Valley, California, and assess the contribution of Mexican shoppers; formulate marketing strategies to target customers.

Client: M.G. Herring Group (2001)

MARINA PLACE - Culver City

Assignment: Assist in defining and evaluating the potential trade area and market for a two-anchor regional mall in western Culver City and develop government and community relations strategies.

Client: Simon DeBartolo Corp.

OXNARD TOWN CENTER - Oxnard

Assignment: Assist in defining and evaluating the potential market and trade area, and in formulating marketing strategies to target tenants.

Client: RiverEdge Development Co.

PARK LANE MALL - Reno

Assignment: Evaluate the trade area and competition following the loss of a major anchor tenant and propose new leasing and marketing strategies that are in line with changes in the marketplace.

Client: The Macerich Company

PICO RIVERA, CITY OF - Pico Rivera

Assignment: Determine the feasibility and potential market for a new commercial center to be located at the intersection of Passons Blvd. and Washington Blvd. and propose marketing strategies that are in line with the trade area and relative size of the parcel.

Client: The City of Pico Rivera

PLAYA VISTA - Marina del Rey

Assignment: Assist in reassessing the market and proposed design of a regional mall in order to gain a niche in a very competitive market while also gaining governmental approvals.

Client: Howard Hughes Properties

SANTA MONICA AIRPORT - Santa Monica

Assignment: Evaluate the retail and entertainment potential of surplus airport property and formulate community and governmental relations strategies.

Client: Watt Industries

SEVENTH STREET MARKETPLACE - Los Angeles

Assignment: Assist in redefining and evaluating the potential market and trade area, including the complex and multi-ethnic demographical situation, in order to reposition the existing center through the introduction of new marketing and leasing strategies to target additional tenants.

Client: Prudential Development Group

SHERMAN OAKS GALLERIA - Sherman Oaks

Assignment: Assist in redefining and evaluating the potential market and trade area, including a substantially changed cultural-demographical situation; assess the project design and its relationship to its surroundings in order to reposition the existing center through the introduction of new marketing and leasing strategies for target tenants.

Client: Edward J. DeBartolo Corp.

SOUTH BAY GALLERIA - Redondo Beach

Assignment: Assist in repositioning a regional mall threatened with obsolescence by providing market analysis of the trade area to demonstrate that the center could accommodate a major co-anchor tenant and successfully compete with Del Amo Mall; assess existing design and formulate strategies to develop a more exciting and attractive center with unique specialty stores.

Client: Forest City Development

SUNRISE - Brownsville

Assignment: Assist in repositioning and upgrading an aging shopping center threatened with obsolescence by providing market analysis of the trade area to demonstrate that a new project could attract significant cross-border business from Mexico.

Client: MG Herring

THIRD STREET PROMENADE - Santa Monica

Assignment: Evaluate the market and trade area for what had become a retail dead zone; recommend strategies to secure merchant and community cooperation; formulate leasing and marketing strategies with the objective of refocusing the “street” to create a critical mass of exciting and entertaining retailers, cinemas and restaurants in a highly competitive retail market.

Client: Bayside Development District

TUSTIN MARKETPLACE - Tustin

Assignment: Assist in evaluating initial performance following its opening; evaluate competition, trade area and design and formulate leasing and marketing strategies with a focus on increasing the critical mass.

Client: Irvine Company

VALENCIA TOWN CENTER - Santa Clarita

Assignment: Assist in evaluating and defining the trade area and its demographics, formulating strategies for acquiring entitlements and permits, and marketing the center to retail tenants.

Client: JMB/Urban Development Group

WESTSIDE PAVILION - West Los Angeles

Assignment: Assist in formulating a strategy to reposition a former free-standing, major department store and small community center into the dominant regional mall in its trade area.

Client: Westfield Corporation

GEOGRAPHICAL AREAS OF EXPERTISE IN THE USA

Arlington, TX	La Mirada, CA	Yuma, AZ
Avondale, AZ	Laredo, TX	
Baldwin County, AL	Long Beach, CA	
Brownsville, TX	Los Angeles, CA	
Calexico, CA	McAllen, TX	
Chandler, AZ	Orange, CA	
Chula Vista, CA	Oxnard, CA	
Coachella Valley, CA	Padre Island, TX	
Dallas, TX	Phoenix, AZ	
Danville, TX	Pico Rivera, CA	
Del Rio, TX	Plano, TX	
Eagle Pass, TX	Reno, NV	
El Centro, CA	Richardson, TX	
El Paso, TX	San Bernardino, CA	
El Segundo, CA	San Diego, CA	
Ft. Worth, TX	San Luis, AZ	
Garland, TX	San Francisco, CA	
Glendale, CA	Santa Ana, CA	
Glendale, AZ	Santa Clarita, C A	
Goodyear, AZ	Santa Monica, CA	
Harlingen, TX	Scottsdale, AZ	
Houston, TX	Tempe, AZ	
Imperial Valley, CA	Tucson, AZ	
Irvine, CA	Tustin, CA	
Irving, TX	Venice, CA	