

# MERANI MALL



# PERFECTLY POSITIONED

## ADDRESS

situated on Rustaveli 42



### GBA

15 000 m<sup>2</sup>



### GLA

7 200 + m<sup>2</sup>



### OPENING DATE

June 2021



### NUMBER OF STORE

over 30



### CUSTOMER TRAFFIC

7000 a day



### PARKING

61 parking spots





# MERANI



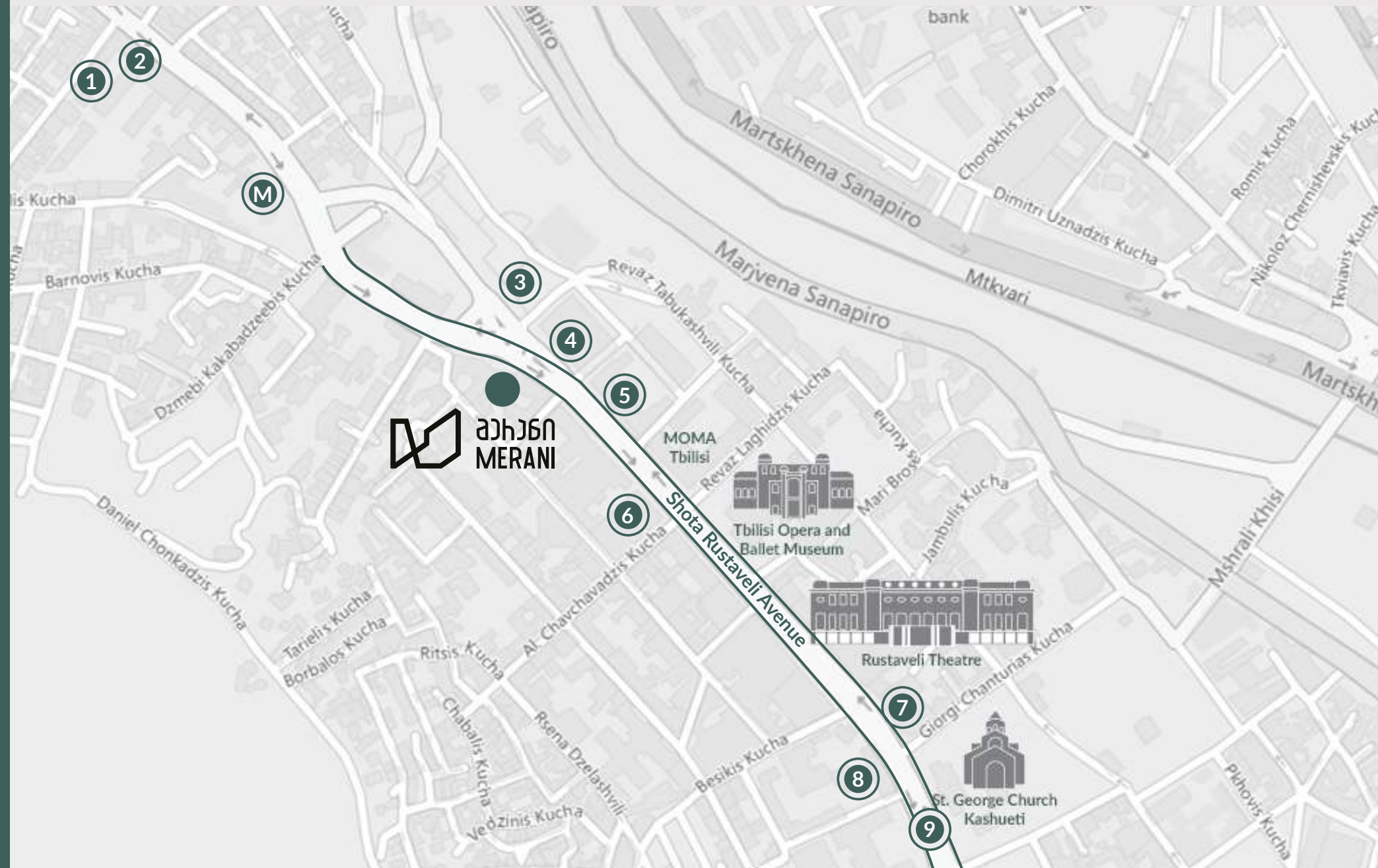
# LOCATION

- Ⓜ Metro Station Rustaveli
- ① Rooms Hotel
- ② Stamba Hotel
- ③ Radisson BLU Iveria Hotel
- ④ Radisson BLU Telegraph
- ⑤ Biltmore Hotel
- ⑥ Hyatt Regency Luxury Hotel
- ⑦ Tbilisi by Marriott Hotel
- ⑧ Public School #1
- ⑨ Main Street

**LOCATION**  
main street -  
tourists magnet

**INFRASTRUCTURE**  
surrounded by popular  
and high-end hotels

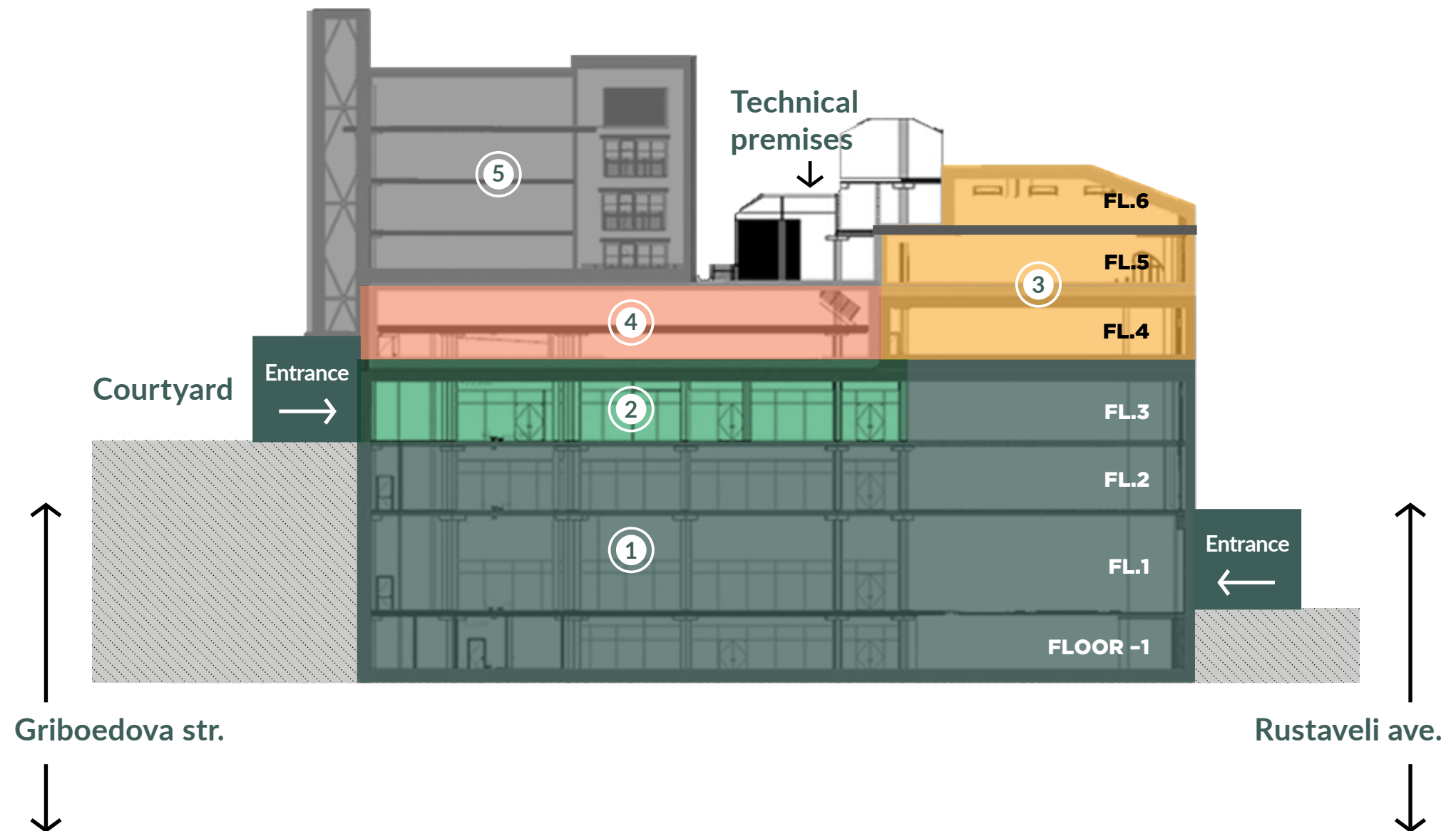
**SURROUNDINGS**  
surrounded by cultural  
attractions



# SECTION VIEW

VIEW FROM THE SIDE OF THE SHOPPING MALL  
WITH ALL AREAS IDENTIFIED

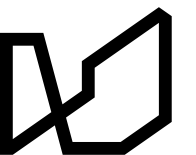
- ① Retail
- ② Gastro market
- ③ Offices in possession
- ④ Parking
- ⑤ Offices sold





# SUCCESS FACTORS

- ✓ Great location
- ✓ The only premium and upper-middle class positioned shopping center in Tbilisi
- ✓ Inditex brands presence with Flagship stores
- ✓ Current traffic at about 7000 a day
- ✓ Marketing program
- ✓ Analytics
- ✓ Walking distance 50 000 habitants – Mtatsminda district
- ✓ Nearest neighbourhood 177 500 habitants — Vake and Chughureti districts





# TARGET AUDIENCE

## **GENERAL TARGET 20-55 Y.O.**

Georgia residents including domestic tourists and middle-class Tbilisi residents

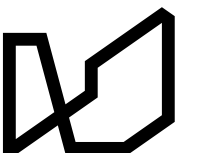
## **CORE TARGET 20-50 Y.O.**

Foreign tourists visiting Georgia for shopping & entertainment, gambling, middle to higher income

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## **RETAIL METRICS**

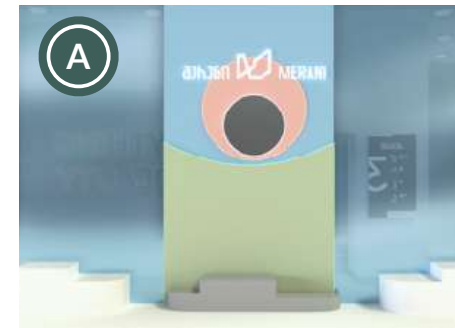
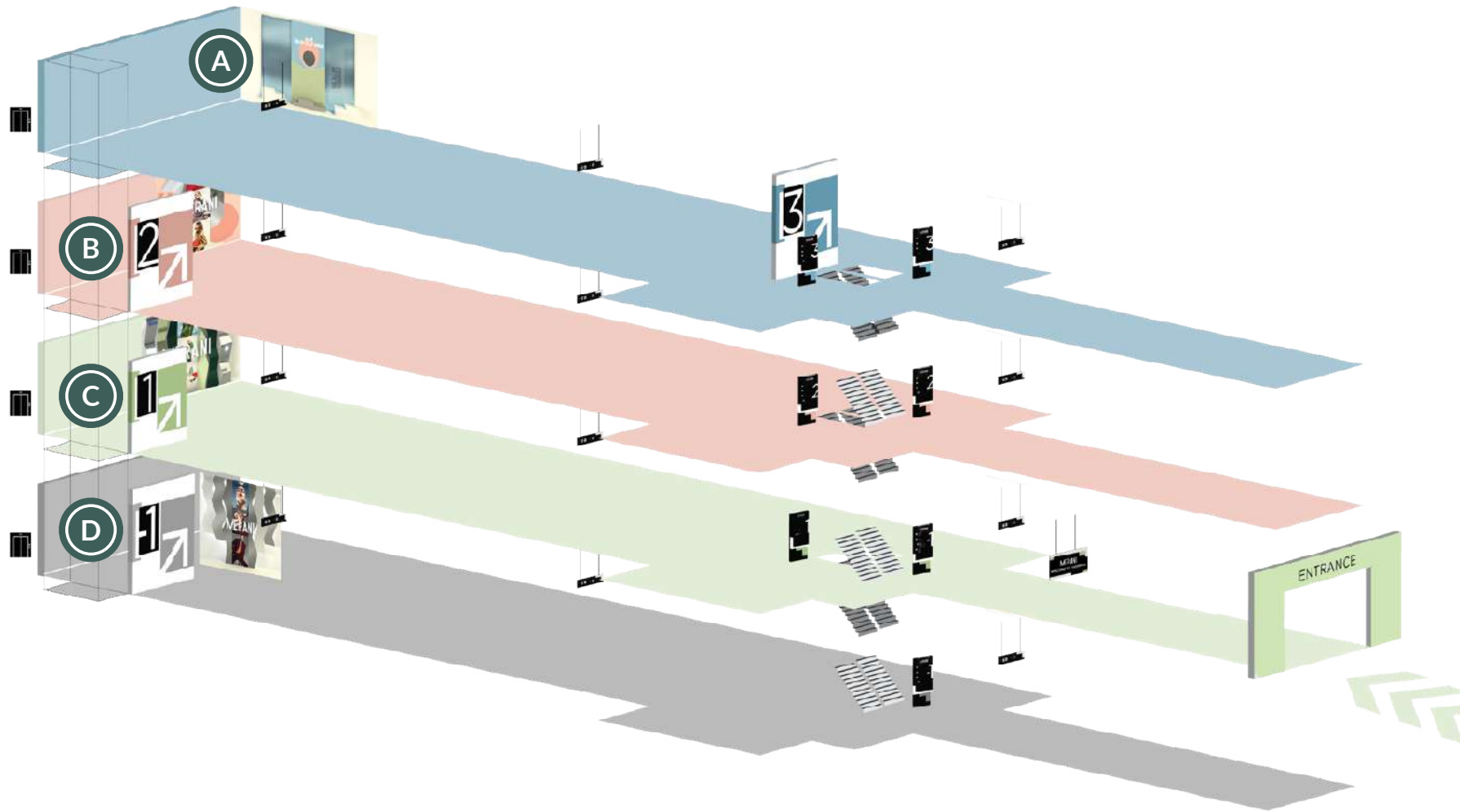
- ▶ Current traffic – 7000 a day
- ▶ Current destination traffic – 4500 a day
- ▶ Expected conversation rate 5 to 6% per brand
- ▶ UPT 1.4





# MERANI BY FLOOR

## INSTALLATION TYPES



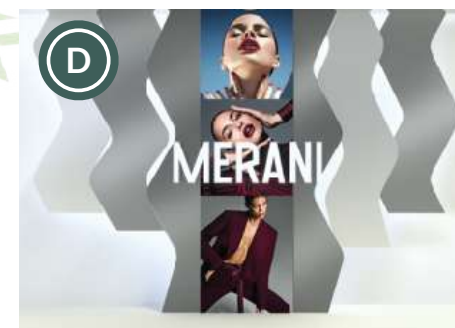
**3** | Men/women clothes  
Food & Bar



**2** | Men/Women Clothes  
Accessories  
Jewelry

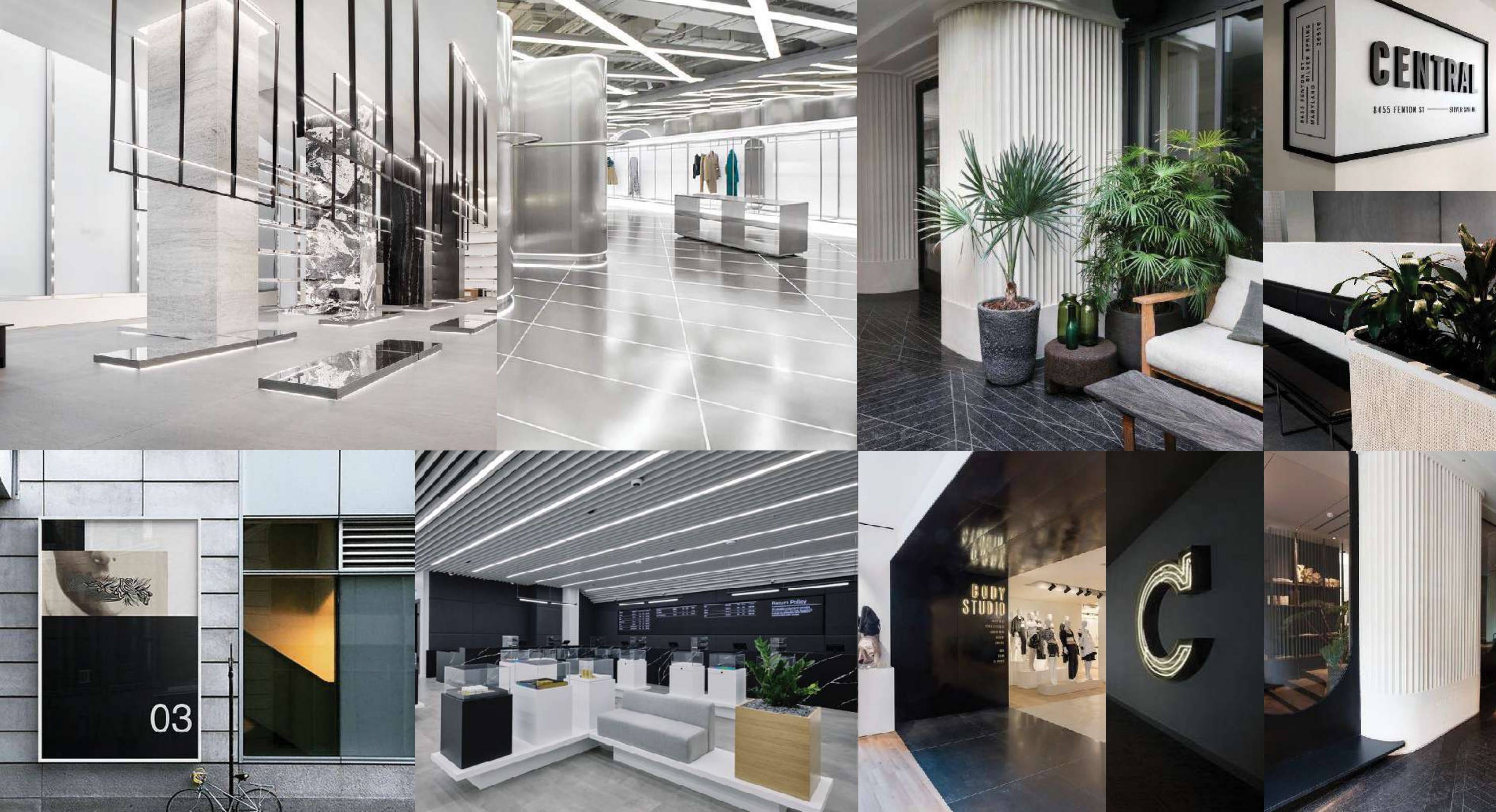


**1** | Women Clothes  
Perfume & Cosmetics  
Optics  
Flowers



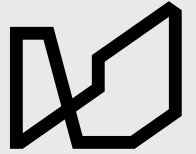
**-1** | Home Decor  
Shoes  
Beauty  
Gadgets  
Electronics





**COMMON AREAS MOOD-BOARD**

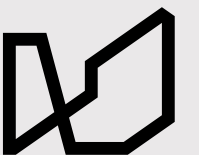
Merani Concept Store will not be just a shop, but rather a multi-functional fashion space with dedicated area for fashion shows





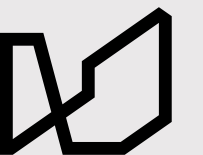
**CONCEPT STORE** MOOD-BOARD

Merani Concept Store will not be just a shop, but rather a multi-functional fashion space with dedicated area for fashion shows








**GASTRO MARKET MOOD-BOARD**

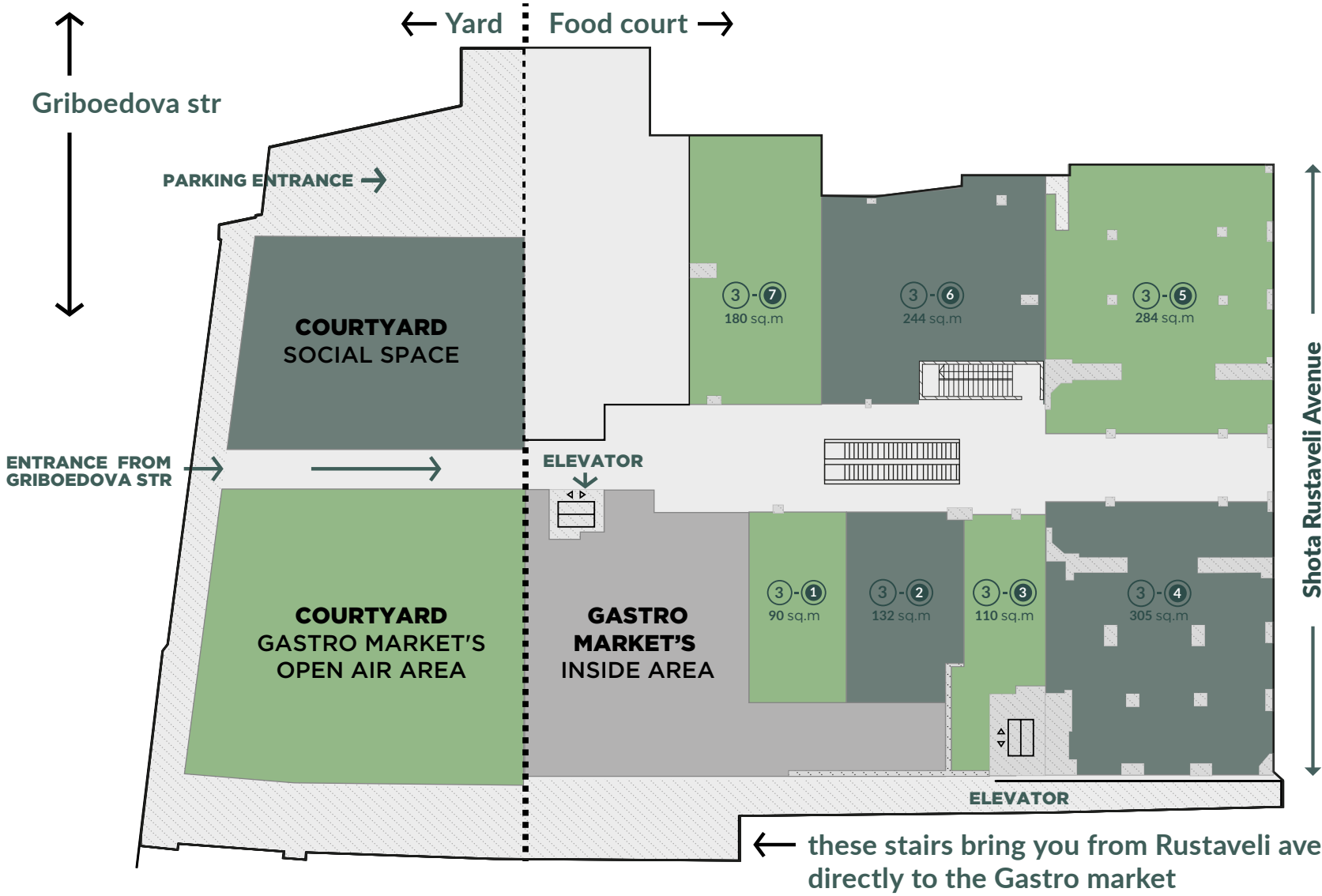


**THIS FLOOR CAN BE REACHED:**

- Directly from Rustaveli ave
- From Griboedova str
- From the Parking
- From Merani

-  Social space
-  Gastro market's open air area
-  Gastro market's inside area

# 3RD FLOOR - NEW 1ST FLOOR



# BRINGING DIGITAL PRESENCE TO A NEW LEVEL

The Merani team has done extensive work in bringing Merani online, creating the brand and establishing PR. Now we are ready to wider our auditory even more as we deploy our marketing plan to:

## EXPAND BRAND AWARENESS

increasing brand awareness  
on popular channels  
amongst locals (Facebook)

## BUILD A COMMUNITY

building community on  
Instagram

## REACH TOURISTS

Introducing new channels  
and tactics to reach tourists



# CONTACTS



## **LEASING DEPARTMENT**

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**BY BRINGING TOGETHER  
TRADE AND SOCIAL  
EXPERIENCES**

**WE CHERISH  
THE PAST  
AND WELCOME  
THE FUTURE**

**IN MERANI**

