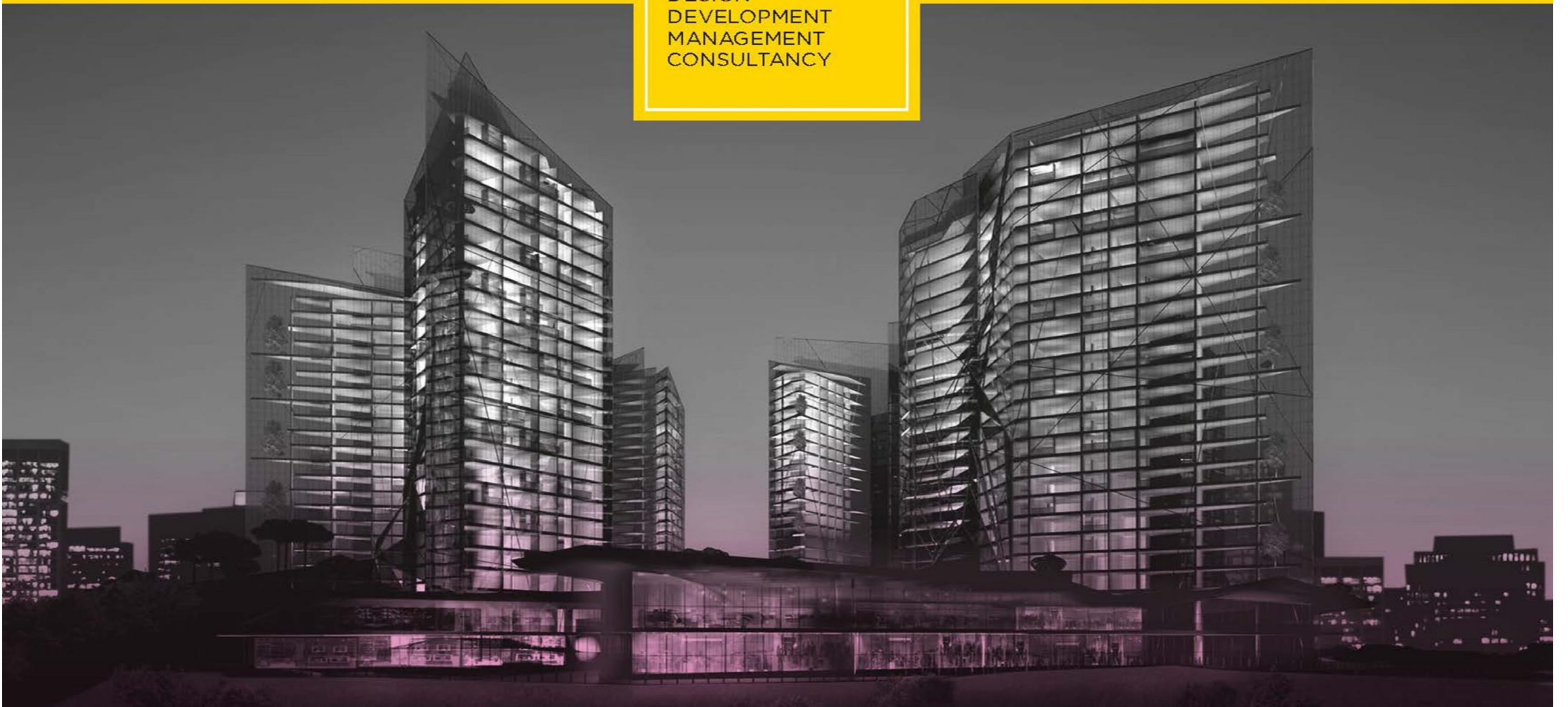


# DEĐIŐİŐİM VE AVM YATIRIMLARINA ETKİLERİ

**Kurun**

DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY



# Deęiřimin Yönu, hızı ve nitelikleri

**Kurun**

DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

**LOKASYON  
VE  
YAPILAŞMA**

**ETKİ ALANI  
VE REKABET**

**MİMARİ  
KONSEPT**

**TİCARİ  
KONSEPT  
VE  
MAĞAZA  
KARMASI**

# DEĞİŞİMİN ETKİLERİ

**YÖNETİM  
ANLAYIŞI**

**YATIRIMCILAR  
VE FON  
KAYNAKLARI**

**TÜKETİCİLER**

**KİRACILAR**

**DEĞİŞİM**

**Kurun**

DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

## LOKASYON VE YAPILAŐMA

- LOKASYON LOKASYON LOKASYON...
- GÖRÜNÜRLÜK
- ULAŐILABİLİRLİK
- BÜYÜKLÜK VE ARSA ŐEKLİ
- İMAR / Yerel Yönetim Deste
- ALGI
- TESİSİN ETKİ ALANI (CATCHMENT AREA)

DEĐİŐİM

**Kurun**

DESİGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

## ETKİ ALANI VE REKABET

- HEDEF KİTLE ARAŞTIRMALARI.
- TESİSİN FİZİKSEL BÜYÜKLÜĞÜ
- BEKLENTİLER / BARIYERLER
- TESİSİN ETKİ ALANI (CATCHMENT AREA)
- REKABET ANALİZLERİ

DEĞİŞİM

**Kurun**  
DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

## MİMARİ KONSEPT

- MALZEME VE TEKNOLOJİDE DEĞİŞİM
- DEĞİŞEN YAŞAM TARZI
- ETKİ ALANINDAKİ REKABET
- AVM DANIŞMANI İLE KOORDİNASYON
- TİCARİ KONSEPT İLE UYUM
- PROJE FİNANSMANI KISITLAMALARI

DEĞİŞİM

**Kurun**  
DESİGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

**TİCARİ  
KONSEPT  
VE  
MAĞAZA  
KARMASI**

- HEDEF KİTLE ARAŞTIRMALARI
- PERAKENDECİLERLE İŞBİRLİĞİ
- İHTİSAS GRUPLARINA AÇILIM
- SOSYALLEŞME İHTİYAÇLARI
- MEVCUT YAPI STOĞU ETKİLERİ
- ÇOK AMAÇLILIK VE RİSK MİNİMİZASYONU

**DEĞİŞİM**

**Kurun**  
DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

## KİRACILAR

- TÜKETİCİ GÜVEN ENDEKSİ ETKİLERİ
- TEDARİKÇİ SERMAYESİNE BAĞLI BÜYÜME
- ARTAN REKABET / KÜTLE ÜRETİMİ
- YATIRIM SERMAYESİ İHTİYACI
- ZAMANINDA AÇILAMAYAN AVM LER

DEĞİŞİM

**Kurun**

DESİGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY



## TÜKETİCİLER

- DEĞİŞEN NESİL (FİZİKSEL/SOSYAL)
- İNTERNET ÜZERİNDEN ALIŞVERİŞ VE LOJİSTİĞİ
- DENEYİM PAZARLAMASI VE SOSYALLEŞME
- YENİ İLGİ ODAKLARI VE KİŞİSELLEŞME

DEĞİŞİM

**Kurun**

DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

**YATIRIMCILAR  
VE FON  
KAYNAKLARI**

- **IRR VE ROI ETKİLERİ**
- **ZAMANINDA AÇILIŞI YAPAMAYAN DOLULUĞU SAĞLAYAMAYAN TESİSLER**
- **EKONOMİK DEĞERİNİ KAYBEDEN YATIRIMLAR**
- **ENDİŞE...**

**DEĞİŞİM**

**Kurun**

DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

## YÖNETİM ANLAYIŞI

- KISITLANAN BÜTÇELER
- YAPILAMAYAN TAHSİLATLAR
- İLGİSİNİ KAYBEDEN ZİYARETÇİ
- PAZARLAMA YÖNETİMİ
- ALTERNATİF FON KAYNAKLARI
- MASRAF VE ENERJİ YÖNETİMİ
- SÜRDÜRÜLEBİLİR İLGI
- YENİ FONKSİYONEL MİMARİ

**DEĞİŞİM**

**Kurun**

DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

# KARŞILAŞTIRMA



AMAZON, NETFLIX, SPOTIFY



ALIŞVERİŞ MERKEZLERİ

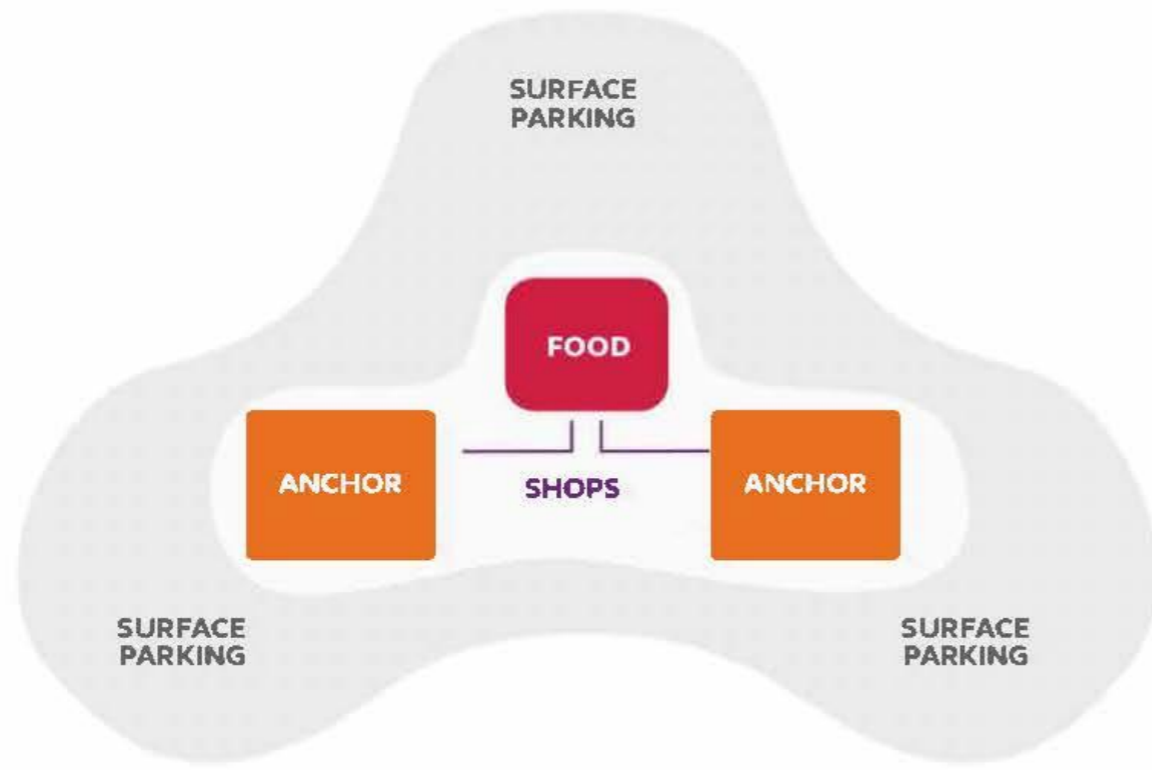
KİŞİSELLEŞTİRME VE  
İLGİ DÜZEYİ SAĞLAMA DÜZEYİ AÇISINDAN

ZAMANA VE YENİLİKLERE  
AYAK UYDURAMAYAN PROJELER  
TERCİH EDİLMekten UZAKLAŞACAK

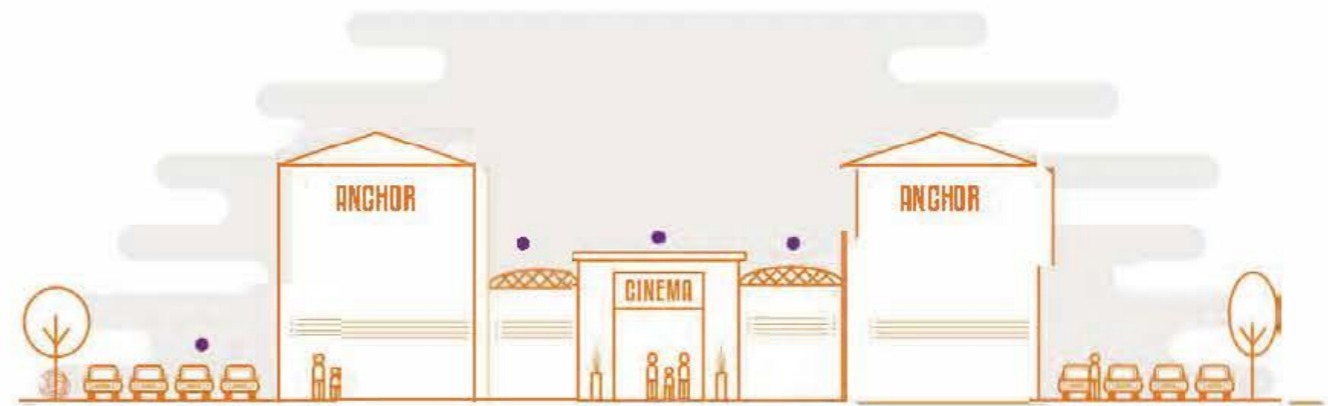
GELECEK

**Kurun**

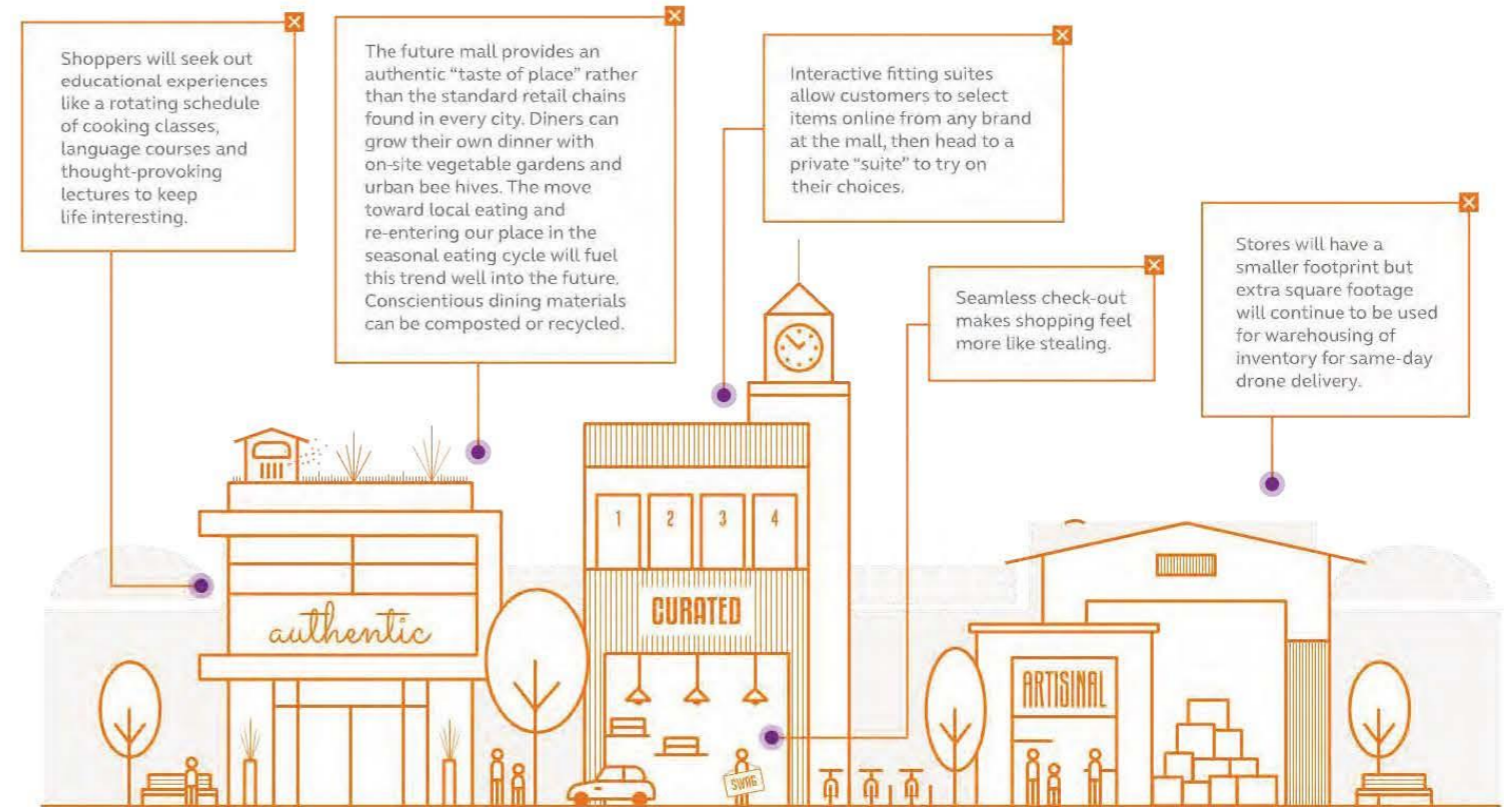
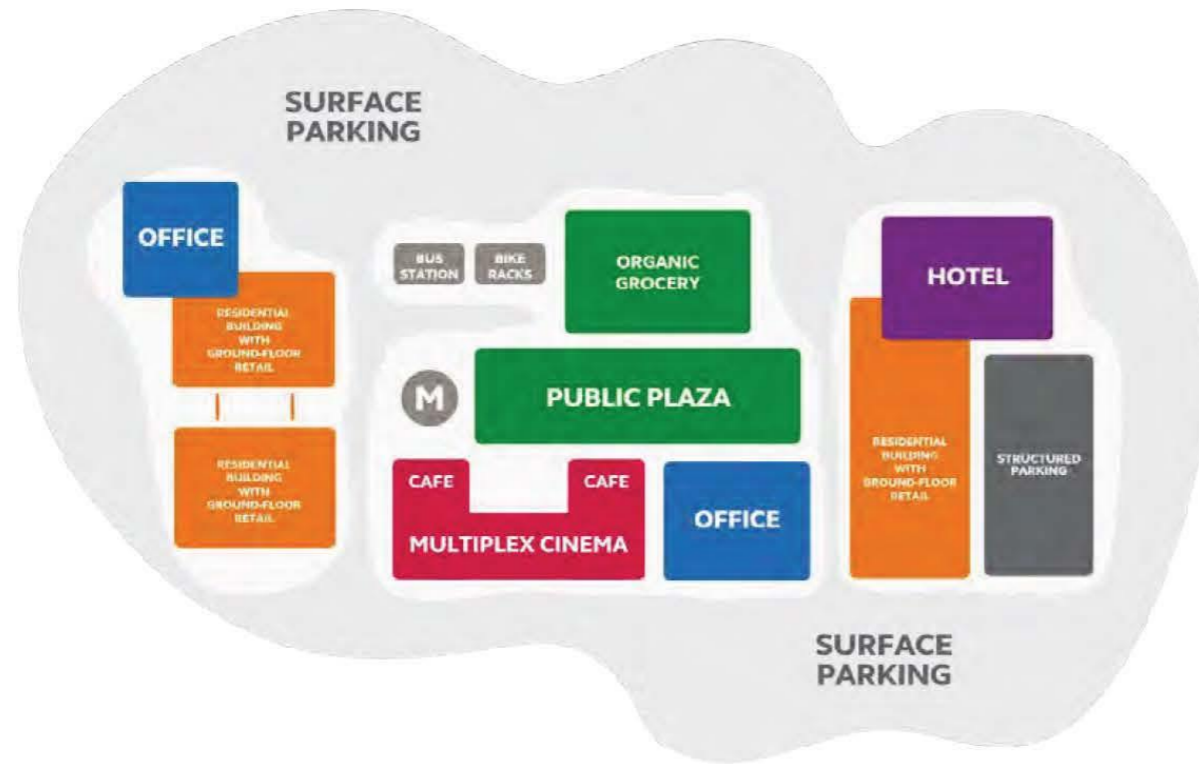
DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY



Overall Plan | Yesterday's Mall



Overall Plan | Yesterday's Mall



# DÖNÜŞÜM

ALIŞVERİŞ MERKEZLERİ deęişen tüketicilerin gelişen taleplerini ve hayallerini karşılamak için

- Eğlence, Keyif
- Sağlıklı Yaşam, (Fitness, Reiki, Yoga, Yemek )
- Öğrenme ve Deneyimleme
- Kişiselleştirilmiş ürün eşleştirme için

yeni mekansal tasarım alanlarına dönüşecek

DÖNÜŞÜM

**Kurun**  
DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

# THE 21<sup>ST</sup> CENTURY TOP TRENDS

## TREND 1: PREDICTIVE COMMERCE

Predictive commerce enable landlords and retailers to gain insights to shoppers' behavior in a particular location and at a particular time.



## TREND 2: E-COMMERCE SHOWROOMS

Shoppers can browse, touch and test a product in these showrooms before buying the item online.



## TREND 3: THE AIRBNB OF RETAIL

Just like the equivalent of Airbnb, online platforms now allow landlords and merchants to list and rent short-term space respectively.



## TREND 4: ROBOT WORKERS

Customer-facing robots help ease manpower crunch and lift productivity.



## TREND 5: FOOD & EXPERIENCE COMMUNITIES

Cooking classes, pop-up vendors, food delivery to lockers, specialty food stores and even food trucks could displace the traditional notion of a food court.



## TREND 6: IMAGINARY RETAIL STORE

Virtual and augmented reality could bridge the gap between online and physical worlds into a single integrated platform.



## TREND 7: PAY IN A SECOND

Mobile payments to become more diversified, such as contactless payments and virtual reality payment systems.



## TREND 8: CUSTOMER AS PROMOTER

Via affiliate marketing, customers can share and promote their purchase. Any transaction made would result in a percentage of the retail profit credited to the customer as commission.



## TREND 9: CROWDFUNDING SITES AS NEW TENANTS

Creative and innovative crowdfunding projects now have a physical showcase platform to allow investors to preview the product before making a purchase.



## TREND 10: OMNICHANNEL

Physical stores are still important for online retailers to bridge the online and offline retail experience.





# THE 21ST CENTURY MALL THE MALL OF THE FUTURE

## Not Just Another Mall

A must-have to have office, residential, hospitality components, co-working areas and event spaces to create a work-live-play environment. Health clubs and other non-traditional tenants will also become more prevalent to appeal to trendy customers.

## Flexible Themes

The mall of tomorrow would have more pop-up/temporary stores with flexible leases. There will be constant rotation of stores depending on the theme or "whats in" and "whats out" for the season.

## Technology

Landlords and major retailers will be investing heavily in technology designed to provide insights in shopper behavior. It also connects the physical and digital worlds of retailing. Geo-fencing technology allows tenants to transmit offers to the shopper's phone as they stroll through the mall.

## Food Community

The mall of tomorrow is anchored by food & experience. There could be restaurants, cooking classes, pop-up vendors, food delivery to lockers, specialty food stores or even food trucks. These concepts are likely to displace the traditional notion of a food court, evolving as a community gathering place.

## Co-Working Space for Disruptors

Dedicated co-working space for retail and digital innovation that will connect retailers, digital innovators, shoppers and retailers all in one hub.

## Interactive Fitting Rooms

Allow customers to select items online from any brand in the mall then head to a private suite to try on their clothes. Private suites could also showcase clothes from other brands that the customer may like based on a tracking mechanism.

## Traffic-flow Monitoring

Computer-vision sensor technology that allows counting of vehicles and pedestrians throughout site to determine directionality, utilization of space, and general flow of tenants.

## DRONES

## WAREHOUSE

## VERTICAL CARPARK

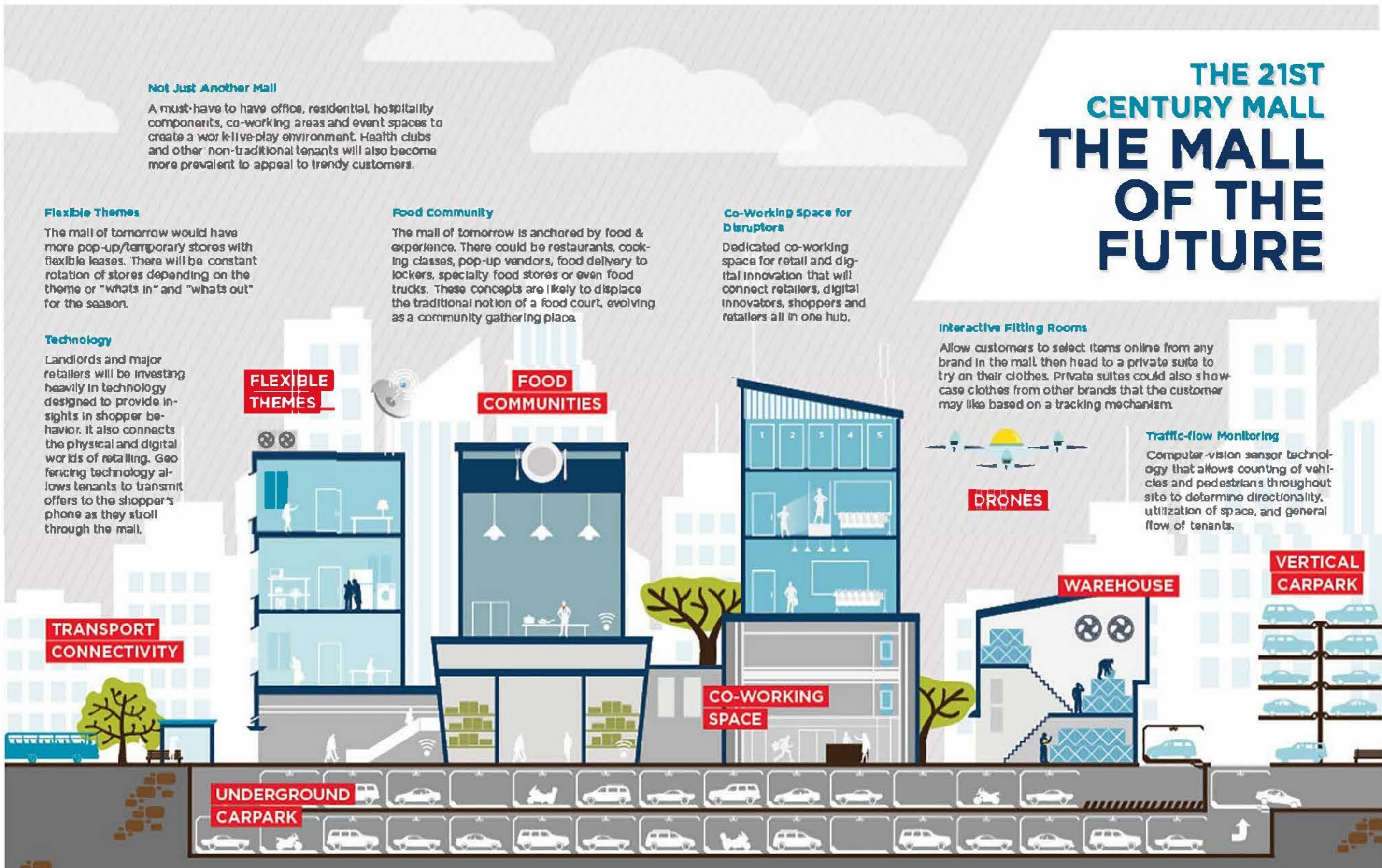
## TRANSPORT CONNECTIVITY

## FLEXIBLE THEMES

## FOOD COMMUNITIES

## CO-WORKING SPACE

## UNDERGROUND CARPARK







## **Son SÖZ**

**Perakende yatırım danışmanı Daniel Hurwitz'in bir keresinde dikkatlice gözlemlendiđi gibi...**

**“Aşırı inşa edildiđimizi sanmıyorum, az yıkıldığımızı düşünüyorum”**

# Kurun AVM DANIŐMANLIK

Genel Merkez Istanbul  
AltayçeŐme Mah amlı Sok No  
16 DAP Royal Center A Blok  
61 34843 Maltepe ISTANBUL /  
TURKEY

T. +90 216 380 34 74

F. +90 216 380 34 74

[info@kurun.com.tr](mailto:info@kurun.com.tr)  
[www.kurun.com.tr](http://www.kurun.com.tr)



Neredeyiz

**Kurun**

DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

# Kurun EUROPE S.R.O.

## Kurun Europe SRO Prague

Ovocný trh 1096/8, Staré Město, 110  
00 Praha 1



**Kurun**

DESIGN  
DEVELOPMENT  
MANAGEMENT  
CONSULTANCY

**Neredeyiz**