

SEARCH FOR SHOPPING CENTER OF THE YEAR 2016

PLEASE FILL UP THE QUESTIONS BELOW TO GIVE THE BOARD OF JUDGES A BETTER APPRECIATION OF YOUR PROPERTY.

PLEASE SUBMIT THIS QUESTIONNAIRE TOGETHER WITH A POWERPOINT VERSION TO PRA **ON OR BEFORE SEPTEMBER 20, 2016**

THANK YOU!

1. **MARKETING & PROMOTIONS**

1. How extensive/complete is your Retail/Product Mix?

2. Do you have information and/or Customer Service Counters or Consumer Welfare Desk in your mall?

- YES
 NO

If YES, how many? _____

3. Do you have clean and sanitized restrooms that are strategically located and easily accessible to customers?

- YES
 NO

If YES, how many per floor? M_____ F_____

4. Do you have disabled-friendly facilities?

- YES
 NO

If YES, how many and enumerate what facilities: _____

5. Do you have available convenience facilities (please check below) located within your mall?

- Banks
 ATMs
 Telephones
 Post Office
 Laundry Shops
 Repair Shops
 Children's Play Area
 Rest Area
 Others. Please specify _____

6. Do you conduct Marketing & Promotions programs in the mall?

- YES
 NO

If YES, please specify

- Regular promotions _____
- High impact/seasonal promotions _____

7. *Does your tenant mix complement each other's businesses and increase traffic to the mall?
If YES, explain.*
8. *Do you conduct regular renovations in your mall?*
 YES
 NO
If YES, what renovations have you done during the past 12 months?
9. *Do you regularly update your system of operations? If yes, when was the last time and what changes/updates did you do?*

II. **SALES**

1. *Have you exhibited stable growth over the last 5 years? For new malls, from start of operations up to the present.*

III. **OPERATIONS**

1. *Do you have ample, well-lighted, well-maintained parking and safe parking facilities?*
2. *Is the mall accessible by public or mass transport?*
3. *Is there a Directory of Tenants where customers can easily find what they're looking for?*
4. *Are there enough security/police personnel to ensure the safety of customers?*
5. *Do you have available, convenient delivery & service facilities for merchandise deliveries?*
6. *Are your leasing policies and procedures tenant-friendly? Please explain.*
7. *Do you have available mall/shopping center representatives to answer tenant queries and requirements?*
8. *Is your security/mall personnel customer friendly?*
9. *Do you conduct training programs to help retailers improve their business? How many in a year and what topics?*

IV. **ENVIRONMENT**

1. *Do you have a waste management system in your mall?*
2. *Do you have programs to promote and protect the environment?*

V. **REPUTATION**

1. *Do you have any pending court cases? If YES, please specify.*

Search for Outstanding Filipino Retailers 2015

<u>ANNUAL INCOME FROM ALL MALL/SHOPPING CENTER OPERATIONS FOR THE LAST FIVE (5) YEARS</u>		
	ANNUAL INCOME	% SHARE OF NOMINATED MALL
2011		
2012		
2013		
2014		
2015		

<u>TOTAL RENTAL INCOME</u>		
	TOTAL RENTAL INCOME	% SHARE OF NOMINATED MALL
2011		
2012		
2013		
2014		
2015		

1. **RENTAL FEE/sqm.:** _____

2. **What services do you provide to your merchants to help them grow? (attach separate sheet/s if necessary):** _____

Submitted by:	COMPANY: _____ NAME : _____ POSITION : _____ TEL. NO. : _____ FAX : _____ EMAIL ADD: _____
Noted by:	NAME : _____ POSITION : _____