



# China Guangzhou Chia Tai Plaza

## Guangzhou

### Challenge

Guangzhou Chia Tai Plaza is the first prime shopping mall project developed by Chia Tai Group in Guangzhou. The project is located in a non-traditional retail area, surrounded by plenty of residential neighbourhood. The biggest challenge for Savills is to propose suggestions on positioning and development in accordance with the characteristics of regional consumers.

### Our service

Through in-depth research on the needs and characteristics of consumers in the neighbourhood, Savills fully dig the consumption capacity of target customers, put forward innovative concept of retail development and provide guidance to the planning and design of this project.

### Achievement

The innovative business development concept and the suggestions for trade mix and brand introduction closely related to the regional market that Savills has put forward were highly recognized by Chia Tai Group and provide strong support for the development of Guangzhou Chia Tai Plaza.