

Part 2: 2-3 Tenant Mix

The **tenant mix** of a shopping center or the number and types of retailers located within a specific center must be a “fit” with the location and target consumer. Since many consumers come to a mall or shopping center for one-stop shopping, they desire stores that are compatible, complementary and provide a variety of goods for comparison shopping as well as an adequate availability of various product classifications.

For example, many retailers like their competition nearby so they can track their business practices and “share” sales with their competitors, possibly generating a higher sales volume for all stores. However, retailers also like stores carrying product that complement their product assortments, since many consumers will not buy one product unless they can find the appropriate product to coordinate or complete the ensemble. For example, a store that sells only apparel and does not carry shoes or accessories wants shoes and accessories stores that offer those product classifications at the same fashion level and price points as their apparel selections.

If there are several complementary stores within a shopping location, many times visual merchandisers from these stores borrow product from each other to present and reinforce a trend, theme or “total look” for an ensemble. The visual merchandiser from the apparel store might borrow jewelry from the local jeweler, handbags from the accessories store, and shoes from the shoe store in order to provide the major impact of a fashion trend or theme. In this situation, the visual merchandiser usually positions signage in or near the display, giving credit to the other retailer.

Additionally, if a center or mall has a variety of stores such as restaurants, movie theaters, department stores, specialty stores, and other unique retailers, these stores more than likely will experience higher traffic or more shoppers visiting the center. The ideal situation is a mix of stores that offer a wide range of product classifications and services in order to create a safe, convenient, entertaining one-stop shop for the consumer.

