

# Retail Precinct Report

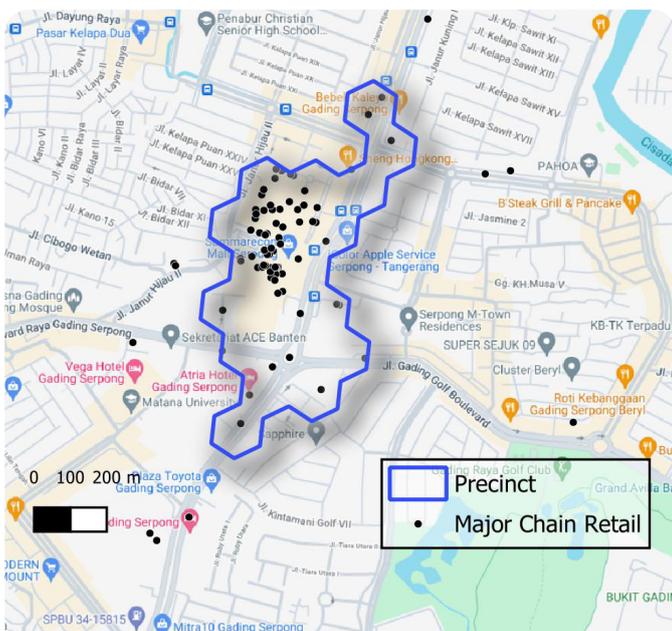
## Summarecon Mall Serpong

### Retail Stores

- The precinct ranks number 20 in Greater Jakarta for the count of major chain apparel, café and restaurant stores.
- Relative to the Greater Jakarta average, the tenant mix is over weighted in the categories: Café and Restaurants, Other Retail.

	All Stores		Major Brands*	
	Count in Precinct	Rank	Count in Precinct	Rank
		versus other precincts within Greater Jakarta (n=316)		/major brands tracked
<b>Total Retail</b>	<b>806</b>	<b>24</b>	<b>31</b>	<b>79</b>
Café and Restaurants	388	9	25	60
Apparel	154	32	4	11
Grocery and Convenience	17	11	2	8
Electronics and Mobile Phone	41	43		
Pharmacy and Medical	12	14		
Furniture and Hardware	13	19		
Other Retail	181	17		

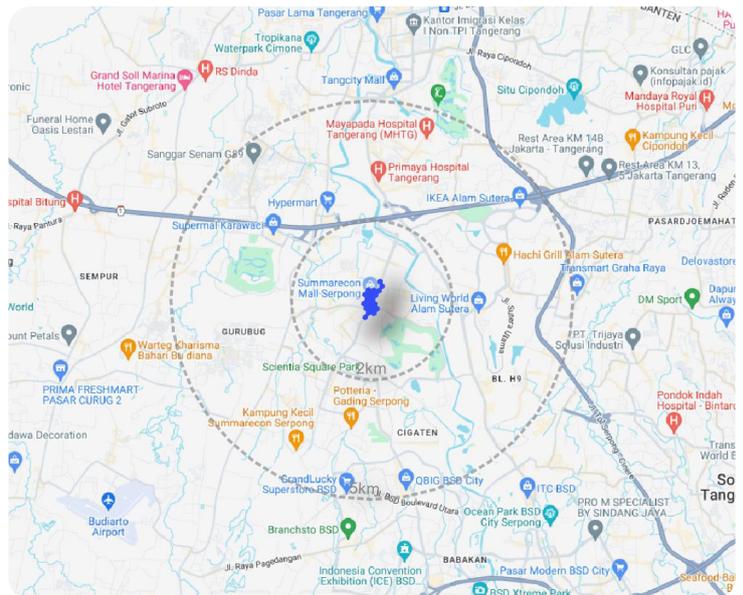
\*stores with multiple locations within the precinct are only counted once.



### Catchment Size

- Residents living within 3km have an income profile above the city average (51% of residents are estimated to be within the Consuming Class versus the Greater Jakarta average of 48%).

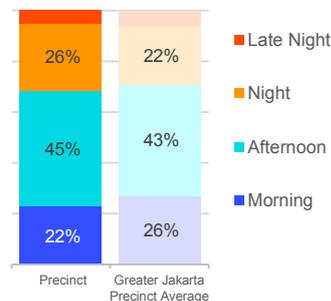
	within 1km		within 3km		
	Precinct	Greater Jakarta Precinct Avg.	Precinct	Greater Jakarta Precinct Avg.	Greater Jakarta
Population 2023	37,400	44,700	199,200	413,800	24,654,241
Consuming Class (no.)	27,900	24,000	123,200	214,400	11,754,938
Consuming Class (% of Population)	75%	53%	62%	51%	48%



### Usage (% of visits)\*\*\*\*

- 28% of visits to the precincts are by residents who live within 3km.
- Average dwell time of visitors is 80 minutes versus the greater Jakarta precinct average of 76 minutes.

### Time of Day:



### Distance from home:



\*\*\*\* share of visits to the precinct assessed by the time of day and day of week that the visit occurred. Based on mobile device analytics for the 6 months to December 2023. A visit is based on an observation that spent between 5 minutes and 4 hours within the precincts (i.e. it excludes those passing through and those working within the precinct).