

## **ABSTRACT**

The purpose of this research is to develop a decision support that assists property professionals in the creation of a robust tenant mix for community shopping centres.

This research uses data collected from semi-structured interviews conducted with centre managers and industry executives which identifies then ranks factors critical to the creation of a robust tenant mix. Data was analysed using the Template Analysis Method that categorised and ranked factors based on participant feedback.

Property professionals place a premium on understanding the community in which the shopping centre operates, rent affordability, tenant variety as well as the design and leisure aspects of a centre when creating a robust tenant mix for community shopping centres in the Fourways node.

The research encompassed seven community shopping centres within the Fourways node and is limited to a decision support rather than a conceptual framework due to time and resource constraints.

Property professionals need to make strategic decisions that deliver a tenant mix capable of withstanding economic downturns therefore decision making cannot be based solely on prevailing rules of thumb or past professional experience. This decision support provides an additional mechanism in the strategic decision-making process of property professionals in the creation of a robust tenant mix.