



REAL SPACES
REAL OPPORTUNITIES
REAL BRANDS



BRANDING POTENTIAL

Ensure maximum exposure, reach and returns for your brand with dynamic indoor, outdoor and digital media advertising opportunities.



1. Background

The Bedworth Centre, better known as the Furniture Hub of the Vaal, is centrally situated between Vereeniging and Vanderbijlpark. Vereeniging was one of the first municipalities in South Africa to provide better housing for Africans. Near Vereeniging is the predominantly black community of Sharpeville, Gauteng, the site of the Sharpeville massacre in 1960. This city is currently one of the most important industrial manufacturing centres in South Africa, with its chief products being iron, steel, pipes, bricks, tiles and processed lime.

The centre offers 40 top stores under one roof, including retail giants such as Pick n Pay and Builders Warehouse, and is fast becoming a cherished part in the heart of the Vaal.

2. Fast Facts

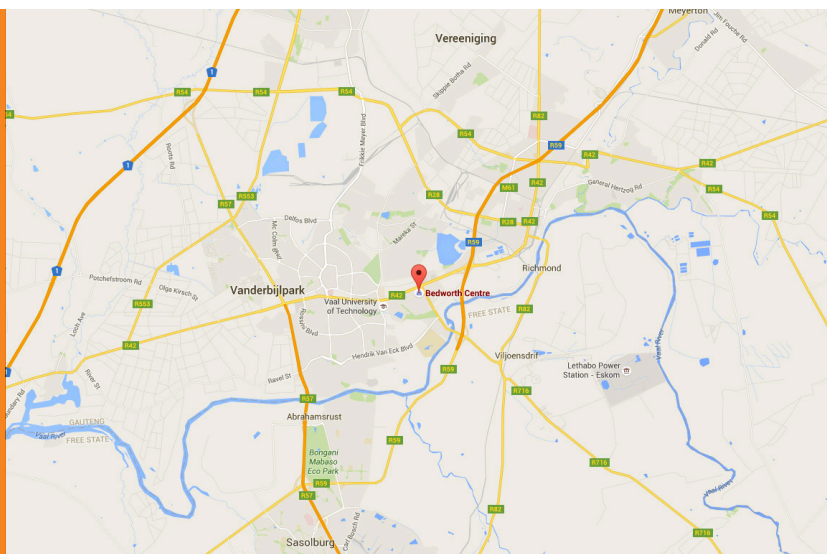
- Size of mall (GLA): 33 944 m²
- Anchor tenants:
 - Pick n Pay
 - Builders Warehouse
 - Clicks
 - Outdoor Warehouse
 - Coricraft
- Number of stores: 35
- Average time spent: 1 – 2 hours

3. Shopper Demographics

- LSM: 5 – 7
- Gender
 - Female: 31%
 - Male: 79%
- Race
 - Black: 62%
 - White: 80%
 - Coloured: 2%
- Language
 - Southern Sotho: 46%
 - Afrikaans: 45%
 - Zulu: 13%
 - English: 11%

4. Location

Bedworth Centre is located on one of the Vaal's main roads, namely Barrage Road, on the corner of Ascot on Vaal and Cassandra Avenue. The centre has a great public transport system and is easily accessible by foot from surrounding residential areas, and via taxi from the on-site taxi rank and metered taxis.





BRANDING POTENTIAL

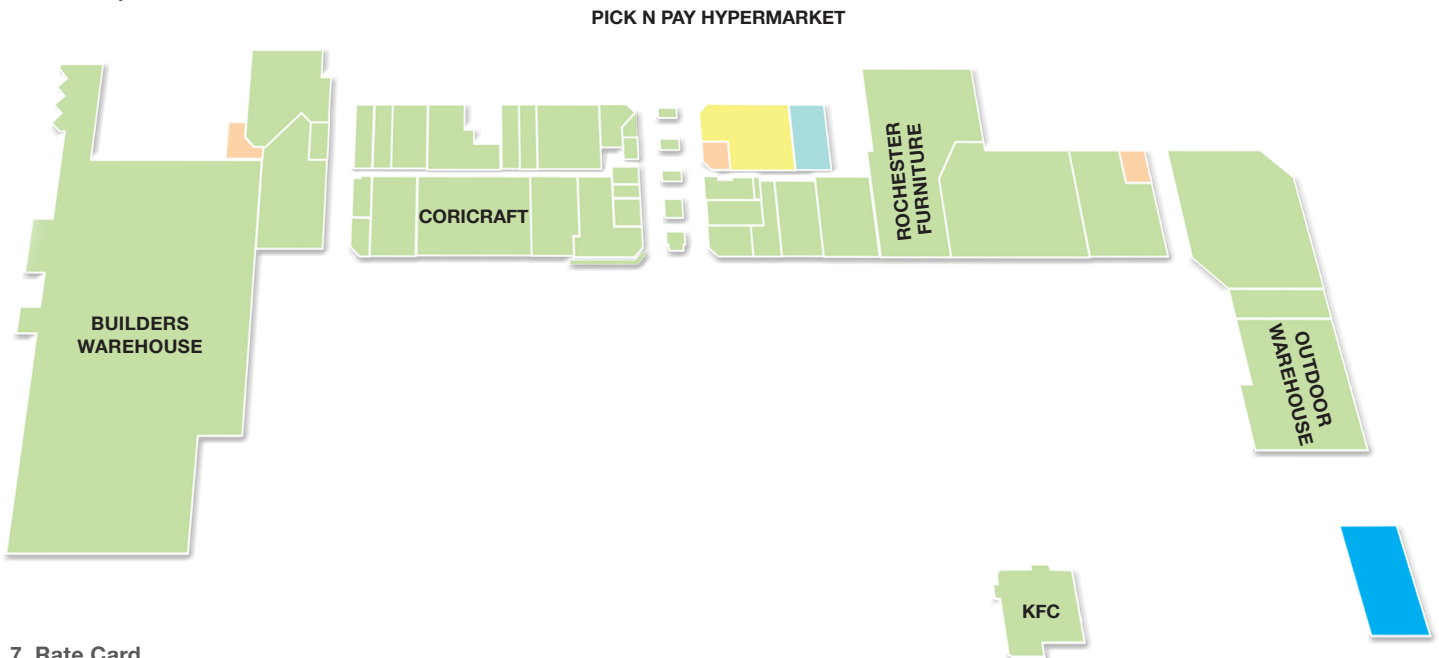
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5. Grow your brand with lucrative advertising opportunities

- Exhibition Court Spaces
- Social Media

6. Mall Map



7. Rate Card

COURT NAME	RATES (MON – THURS)	RATES (FRI – SUN)	RATES (MON – SUN)	RATES (DAILY)	RATES (MONTHLY)
Entrance 1A	R1 200	R2 000,01	R3 500,01	R665,08	R7 500
Entrance 1B	R1 200	R2 000,01	R3 500,01	R573,81	R7 500
Pick n Pay Kiosk	R3 500	R4 200	R5 000,03	R1 372,32	R7 500
Parking Area 1	R2 000	R4 500	R3 500	R833,33	R7 500
Parking Area 2	R1 200	R1 800	R2 100	R462,50	R3 450
Parking Area 3	R1 000	R1 200	R1 799,98	R426,78	R4 830
Parking Area 4	R1 000	R1 200	R1 799,98	R426,78	R4 830
Kiosk 2	R3 500	R4 200	R5 000,03	R1 372,32	R7 500

7. Rate Card

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