

# Makeover

## Exceeds Customer Needs

Rural Limpopo's Steilloop Shopping Centre was bought by developer, GMI Property Group back in 2015. With USave as the only anchor tenant, the strip mall, more of an afterthought than a retail portal, was falling far short of serving the needs of the local community.

By 2016 R100 million was invested to refurbish and expand the mall into a more sustainable and human-focused space of 12 854 square meters. With Shoprite and Cashbuild as anchor tenants; OBC Butchery, Power Fashion Factory, Ackermans, Pep, Rage and Tekkie Town followed. Adding to the retail mix was OK Furniture and Sleepmasters and a MBT filling station.

GMI Property Group's Managing Director, Gerald Dros says, "For the first time residents from the local communities had accessibility to affordable shopping on their doorstep... and they had choice."

Steilloop's prime location is a key reason of its growth. Situated on the N11, 90kms north of Mokopane and 80km from the Grobler's Bridge border, the region is optimal for tenant potential and local community retail demands. It enjoys high visibility and traffic volumes, and is well located in the villages of the region.

Over five years the foot count increased by more than 200% and the mall is now ready to embark on further extensions. It will be substantially upgraded from a moderately sized shopping centre to a sizable mall of 16 600 square meters.

The third phase opened in November 2021 and addresses the current trend for

## Steilloop Shopping Centre



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groceries and fashion, with the retail mix re-crafted to offer an exciting and enticing blend of tenants - Markham, Exact, Studio 8, Sportscene, Totalsports and BetSA. Boxer and Boxer Liquor are also joining the offering with their opening planned for June 2022.

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The architectural design includes better shopper flow and will also ensure that future redevelopment will be seamless. From an aesthetic perspective the elements in this phase appeal to an aspirational market.

There is a growing upper and middle class in this sector with a growth in per capita income that has strengthened the core market. GMI Property Group works in close collaboration with the local community, with the mall currently functioning simultaneously as a community centre which services the surrounding villages.

Let's chat about tenanting or partnership. Email: [info@gmigroup.co.za](mailto:info@gmigroup.co.za)



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