

	Professional services	
	Demographic and Market Analysis studies	
	11/06/2026	
	Inland Commercial Operations	

1. SITES

- Pretoria Station Retail Anchor Tenant.
- Germiston station bazaar and retail section
- Dunswart Station retail section
- Midway station residential apartments.

2. BACKGROUND

- **Pretoria Station Retail Anchor Tenant.**



Pretoria Train Station is considered heritage building with limitation in terms of site development. However, has the potential to attract more retail within the precinct.



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The 1928 Building is situated in the Piazza Area. The Piazza area is the link between the Metrorail and Gautrain Station. The property has been vacant since December 2022 following the conclusion of the McDonalds' Lease Agreement.

The roof of the building has aged, with the need to refurbish and/or attend to waterproofing requirements including repairs to the 220 square meter basement.

The site is suitable for small offices space and fast food outlets following maintenance and restoration of the building.

The site measures 450 square meters with an additional 228 square meter basement below that is dilapidated



- **Germiston station bazaar and retail section**



Germiston Station is a super core station based on the number of commuters that travel through the station on daily basis. The Station is a transportation hub which includes a



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major taxi rank that transports passengers to surrounding suburbs / townships and long-distance transportation to other provinces, this also includes long distance buses which are currently operating on municipal land.

- **Dunswart Station retail section**



Dunswart Station is a super core station based on the number of commuters that travel through the station on daily basis. The station requires it to be re-developed to meet the current needs as indicated on the research conducted. Currently the station has accommodated the following operations:

- Rail operational area which includes turnstiles where commuters access the station, ticket office, platforms and services provided thereon.
- Retail area – shops, informal traders, bus ticket sales points
- Transportation area includes local taxis on PRASA property



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- Midway station vacant pieces of land.



The subject properties are situated on the borders of Protea South in Soweto, in Midway Train Station. Access to the property is gained via the Moroka Bypass off the N12 road. There are so many residential properties around the area, and nearby mall. Midway is one of the more affordable parts of Gauteng compared with central Johannesburg suburbs. Midway being close to transport, amenities and Soweto's central areas often means is similar to nearby suburbs like Pimville, Naledi, Orlando.

Location: Midway Station is in Region G, encompassing areas like Ennerdale, Eldorado Park, Lenasia, and Orange Farm.

Socio-economic Status: The region includes some of the lowest-income areas in the city.

Household Trends: High immigration, declining household size, and a shift towards single-person households.

Highest and Best Use: The most probable use of a property which is physically possible, appropriately justified, legally permissible, financially feasible, and which results in the highest value of the property. We are of the opinion that the highest & best use of the subject property is Residential use.

3. **SCOPE OF SERVICES**

A. Market feasibility study

- **Market Analysis.**
 - Demographics study of the catchment area.
 - Population growth trends
 - Income levels and spending patterns
 - Consumer behavior analysis
 - Retail demand assessment
 - Competitor analysis
 - Retail gap analysis
 - Market absorption rates
 - Target market
 - Consumer information and behavior within the local area.
- **Tenant Demand Assessment**
 - Anchor tenant identification
 - National and retailer interest
 - Pre-leasing opportunities
 - Tenant mix strategy
 - Retail category demand forecast
- **Location Analysis**
 - Accessibility assessment
 - Traffic volume studies
 - Public transport connectivity
 - Visibility analysis
 - Pedestrian movement studies
 - Future area development plans
- **Development Constraints within the area.**
 - Zoning compliance
 - Building restrictions
 - Height limitations
 - Parking requirements
 - Environmental regulations

4. DELIVERABLES – Minimum but not limited to below:

- Demographic Profile Report
- Population Growth Projections
- Market Demand Assessments
- Consumer spending analysis

- Competitor Analysis
- Catchment area analysis
- Market gap Analysis
- Demand and supply assessments
- Revenue forecast
- Market Feasibility Report
- Development recommendations.

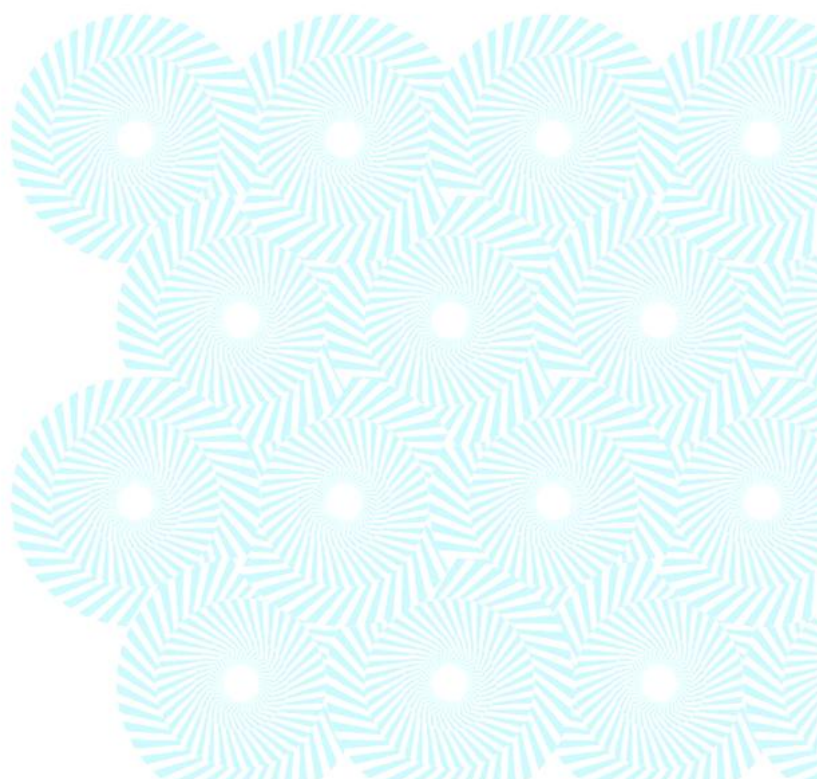
5. PROFESSIONAL SERVICES REQUIRED:

- **Market Research Consultant**
 - Conduct market demand and consumer behaviour studies.
 - Identify target markets and customer preferences
 - Analyse competitors and Market trends.
- **Economist**
 - Evaluates economic conditions and growth forecast
 - Assesses income levels, employment trends, and purchasing power.
 - Provides economic impact analysis
- **Demographer**
 - Analyses population size, growth density, age distribution, migration patterns, and household composition.
 - Forecasts future population trends
- **Urban and Regional Planner**
 - Assess land use patterns and development trends.
 - Evaluates infrastructure availability and spatial planning considerations.
- **Statistician/Data analyst.**
 - Processes demographic and market data.
 - Perform quantitative analysis, modeling, and forecasting.
- **GIS (Geographic Information Systems) specialist.**
 - Maps demographic data geographically.
 - Conduct catchment area and location analysis.
 - Identify market penetration opportunities.
- **Property Market Analyst (For real estate project)**
 - Evaluates property supply and demand.
 - Assess rentals rates, occupancy levels, and property values.

- **Transportation and Traffic Consultant.**
 - Assess accessibility and movement patterns.
 - Evaluates customer catchment and travel behavior.
- **Financial Analyst/Financial Modeler.**
 - Convert market finding into revenue projections.
 - Develop financial feasibility models and investments appraisal.
- **Socio-Economic Development Consultant**
 - Assesses social and economic impacts on communities.
 - Evaluate employment and local economic development opportunities.
- **Survey Research Specialist.**
 - Design and administer household, customer, and stakeholder surveys.
 - Conduct interviews and focus groups.

6. PROJECT DURATION

Project duration is estimated at 5 Months.



7. PRICING SCHEDULE

7.1 Pretoria Station Retail Anchor Tenant.

Service	Amount
Demographic and Market studies	
Sub Total	
Vat@15%	
Grand total	

7.2 Germiston station bazaar and retail section

Service	Amount
Demographic and Market studies	
Sub Total	
Vat@15%	
Grand total	

7.3 Dunswart Station retail section

Service	Amount
Demographic and Market studies	
Sub Total	
Vat@15%	
Grand total	

7.4 Midway station residential apartments.

Service	Amount
Demographic and Market studies	
Sub Total	
Vat@15%	
Grand total	

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OF SOUTH AFRICA**6 SUMMARY OF THE PRICING SCHEDULE:**

<u>Project Description</u>	<u>Grand Fee Amounts</u>
Pretoria Station Retail Anchor Tenant.	R
Germiston station bazaar and retail section	R
Dunswart Station retail section	R
Midway station residential apartments.	R
Total	R

