Market your brand

THE junction MALL

2019 Prospectus

Join · Explore · Shop · Enjoy | **www.thejunctionmall.com.gh**

About The Junction Mall

The junction mall is the landmark of shopping, dining and fun. Tt is a desirable destination for people who love quality, beauty and tranquility.

Located in the suburb of Nungua in Accra, Ghana, The Junction Shopping Centre is the go-to venue for locals, expats, tourists and visitors in search of popular clothing brands, restaurants and fun environment.

It serves a catchment population of 665 000 people and is firmly anchored with the Shoprite store and Decathlon.

Since the successful launch in November 2014, shoppers have been treated to a number of international brands including Bata, Woodin, Jets amongst others, all trading alongside favoured local brands and franchises.

JM PROFILE

Property Owner: RMB Westport

Managing Agent: Broll Ghana

GLA: 11,511 SM2

Classification: Large Community Centre/Regional Centre

Financial Institutions/Banks: Stanbic Bank, Universal Merchant Bank, First National Bank, Yasore Forex Bureau

ATM: Stanbic Bank, First National Bank, UMB, UBA, Zenith, SG-SSB, Standard Chartered (Visa & Master card).

Stores: 40

Parking Bays: 374

Footfall: 350,000 average per month.

Anchor tenants: Shoprite, Decathlon

Entertainment: Vulkano Casino, 9D Virtual Movie & Game Centre.

Kiddies Entertainment: Water Fun Park, Bumper Cart & Let's Play

Food Court: Barcelos, KFC, Jerk King, Chicken Inn, Vida e Caffé

PATRONPROFILE

DEMOGRAPHICS (2017 SURVEY):
Age 20-45

Male (58%) Female (42%)

Single (37%) Married (63%)

Average Dwell Time; One Hour

PRIMARY CATCHMENT AREA

Nungua, Teshie, Teshie-Nungua Estate, Sakumono Estate, Baatsonaa, Tema, Lashibi

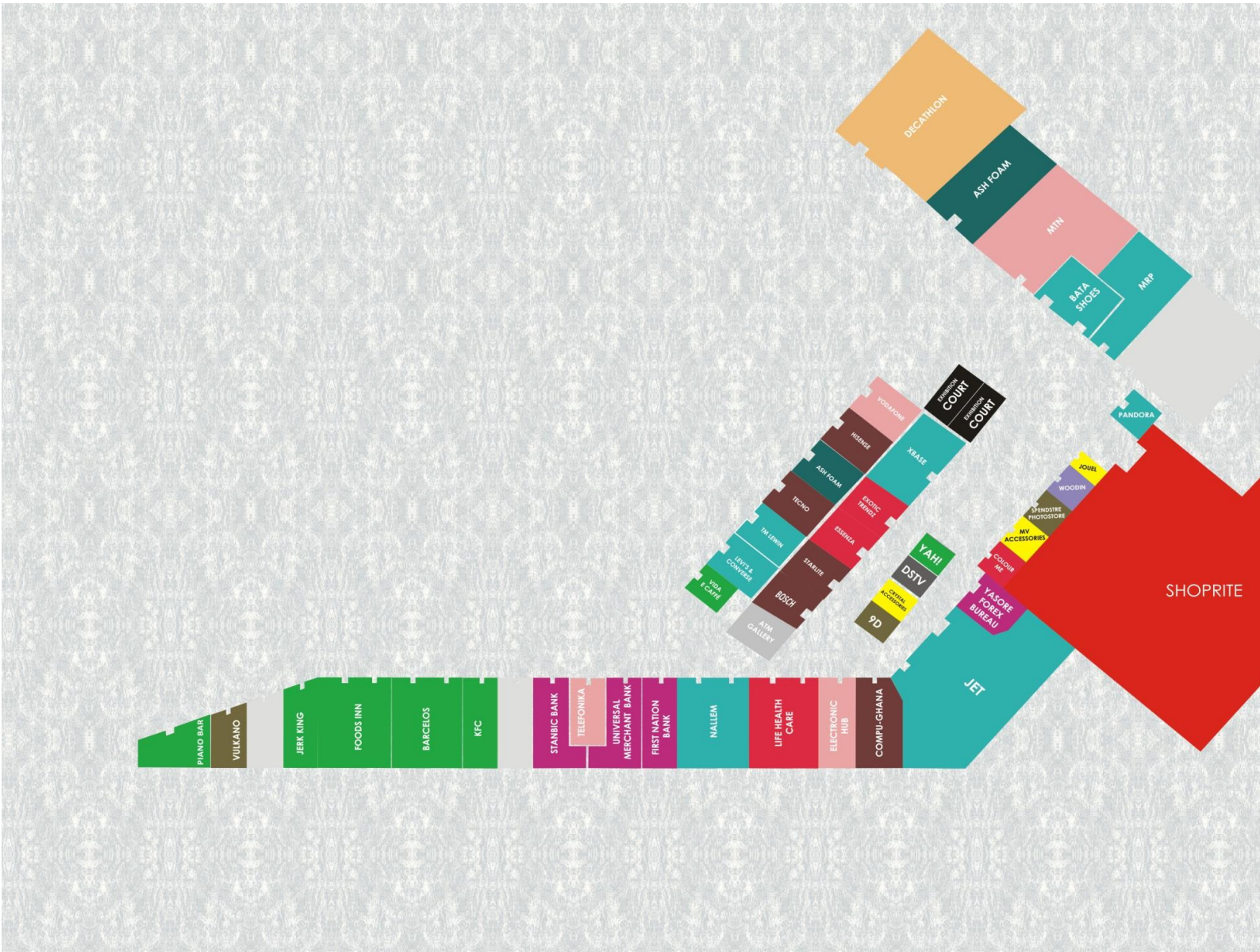
SECONDARY CATCHMENT AREA

La, Labone, Spintex, East Legon, Cantonments, Osu, Tseado, Burma Camp, Manet courts

TRADING HOURS

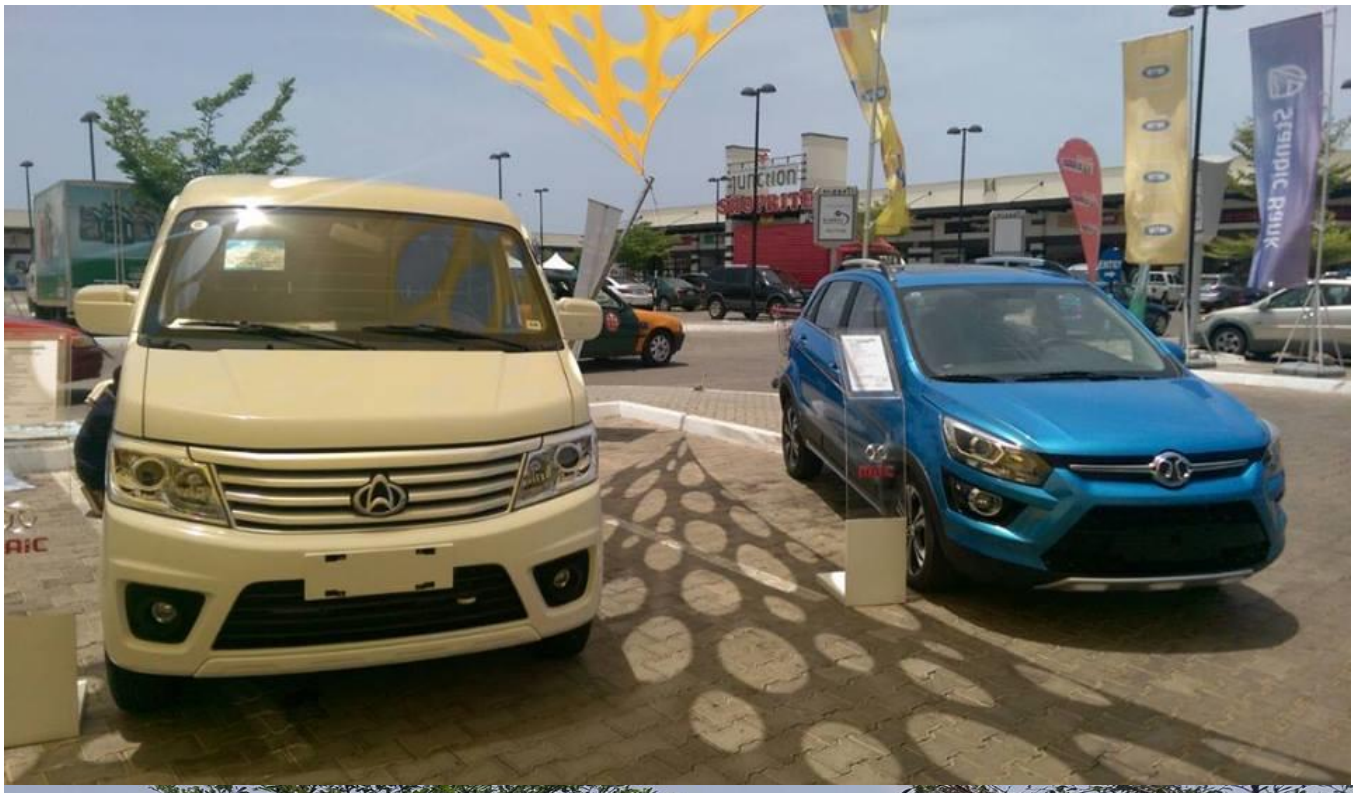
Weekdays 9am – 9pm

Weekends 9am – 9pm



SOME ACTIVATIONS CARRIED OUT AT JM

Supported by
Fashion Exhibitors
Barcelos
KFC
Levi's
DECATHLON
junction MALL
JERK KING
M·Lewin
Online
PAF
97.9



vodafone
cash
115789
115784
¢10 Shop
¢10 Shop
¢10 Shop
vodafone
cash
Available

BOOKING EXHIBITION SPACE IN JM

RULES AND REGULATIONS

1. The Junction Mall Promotions will have preference, above third Party Promotions and should it be so required, other exhibitions and promotions will be re-scheduled.

2. Tenant Exhibitions will have preference over exhibitions by non-competitive external exhibitors. Once an outside company's exhibition has been confirmed it will not be cancelled to accommodate a tenant.

3. It is the sole responsibility of the Promoter to make the necessary security arrangements.

4. A conceptual image or likeness of the exhibition stand to be erected with measurements, props and a detailed description thereof, as well as the manner in which the exhibition will be conducted must be provided.

5. Flooring of the exhibition area is compulsory as all exhibitions have to be placed on floor covering.

6. All tables used during the exhibition must be covered with adequate and neat cloths and skirting which must reach floor level. Tables are to be used exclusively, and are to be removed from the exhibition site overnight. All exhibitors must supply their own material, for example screen boards, leads etc.

7. Payment for exhibitions is payable in advance via direct deposits into our bank account or by Certified Bank Drafts. Bank details are:
   Payee: The Junction Shopping Mall
   Bank: Stanbic Bank
   Account Name: The Junction Mall
   Account no: 9040000143981

7. The height restriction is 1.4m from the floor in Atrium 1 and 2. Should a Promoter not adhere to this rule; The Junction Mall reserves the right to ask the exhibitor to remove or adjust the display to meet with the required height restriction.

8. Any brochures and promotional materials will be distributed from the stand only. Exhibitors are not allowed to distribute pamphlets or any other promotional material in the mall or in the parking area unless otherwise stated. Exhibitors may not approach passing shoppers and may not move through the centre distributing materials.

9. Shoppers may under no circumstances be stopped, harassed or cajoled in any way.

10. The fittings or finishes of the mall, for example pot plants, lampposts, walls, shop fronts may be used by exhibitors as display structures or support upon written permission to do so.

11. In the case of audio appliances or equipment that cause auditory interference, exhibitors are to consider the interests of surrounding tenants and the public i.e. volume levels are to be kept within reasonable limits.

12. All storage or packing material for example cardboard boxes must be removed from the exhibition site, or concealed from view.

13. On closing the exhibition at the end of every day, any stock or other items open to theft, loss or damage, shall be removed to a secure place by the exhibitor.

14. No surveys may be done inside or outside the mall without prior notification and approval from Centre Management.

15. All exhibitions must be accompanied by printed or professional quality signage presented on a stand.

16. All signage and stands is subject to management approval.

17. All exhibitions are subject to spot checks and inspections.

18. The landlord reserves the right to cancel or relocate any exhibition and may ask any exhibitor to change or remove any exhibition material.

19. The exhibition will only be confirmed once the signed indemnity form, rules and regulations and the full payment has been received by Centre Management.

20. No promotions will be considered without any written application.

21. Promotions are to be neat, professional, of a very high standard and worthwhile to the whole mall with the objective to bring in and increase foot traffic as well as enhance the shoppers' experience.

22. Promotions must be set up before 9:00 am on the first day and removed after trading hours on the expiry date unless otherwise stipulated.

23. All exhibition areas are to be cleared on the last day by 9:00 pm.

24. The promoter agrees that The Junction Mall, the owners of The Junction Mall, the management of The Junction Mall or any of the employees of the aforementioned shall not be held liable for any damages incurred by any third party due to any or omission by the promoter, its employees or agents and in particular shall not be liable for any loss or damage occasioned by negligent use or agents and in particular shall not be liable for any loss or damage occasioned by negligent use or positioning of the promoters equipment, stock and accessories.

25. Display items may not block any shop fronts or signage.

26. Banners, posters, bunting etc. may only be erected in specified areas.

27. The exhibition spot should be manned during centre hours (including late night trading).

28. Applications should be submitted at least 7 days in advance due to demand for areas. Should a promoter not comply with their original proposal, The Junction Mall reserves the right to cancel the promotion should it not meet with the required standards.

29. Promoters may be required to attend a meeting to discuss their application.

30. Visual material of the final product of your exhibition needs to be emailed or submitted to the aforementioned. The Junction Mall reserves the right to decline your exhibition should the exhibition not be on standard. No confirmation of bookings will be made unless visual material has been approved.

31. Payments made are NON REFUNDABLE and request for rescheduling of activation date at the exhibitor's behest outside the agreed exhibition dates will not be approved.

Opportunities at JM

Whether your objective is to introduce a new product, create brand awareness, launch a new product, or carry out product sampling, JM is the ideal place to market your products and services. With over 650,000 shoppers visiting monthly, JM offers a number of exhibition courts to market your brand.

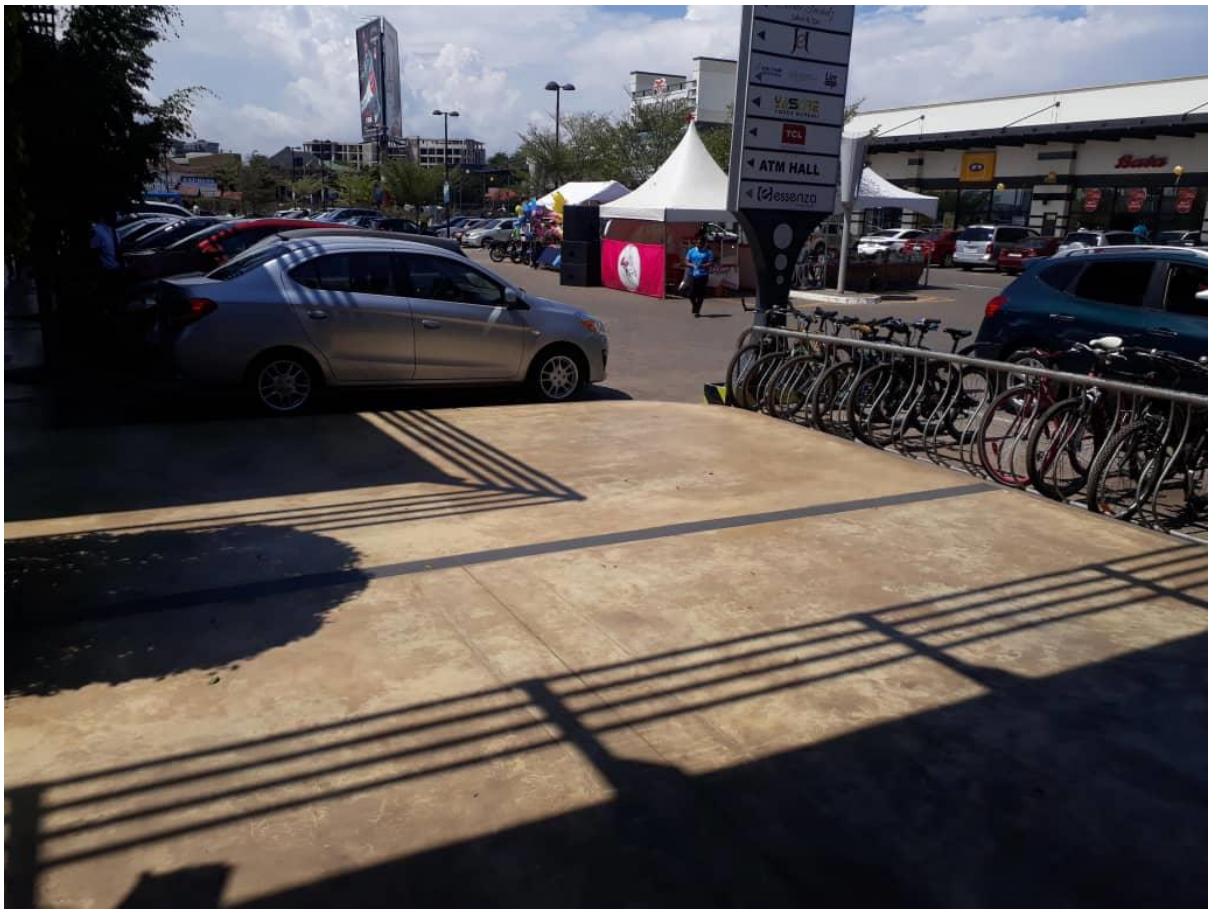
EXHIBITION SPACE

COURT ONE

Description:
Court One is along the path to Shoprite.

Cost:
$100 per day (Monday to Thursday)
$200 per day (Friday to Sunday)
$300 per day (Public holidays including all observances)

COURT TWO



Description:
Court Two is located in front of Woodin store.

Cost:
$100 per day (Monday to Thursday)
$200 per day (Friday to Sunday)
$300 per day (Public holidays including all observances)

EXHIBITION AT THE CAR PARK

Cost for parties & Receptions:
$200 per day (Monday to Thursday)
$300 per day (Friday to Sunday)

Cost for Concerts:
$1,000 per day (Monday to Thursday)
$2,000 per day (Weekends)
$3,000 per day (Public holidays, entire month in December).

CONTACT THE MARKETING TEAM

Patience Ghansah
p.ghansah@dandi.com.ng

Reginald Bulley
rbulley@brollghana.com

Centre Management Office | The Junction Mall | Nungua Barrier Accra Ghana

Telephone: +233302747330|

www.thejunctionmall.com.ngh