

Mahwelereng is Branching Out their next phase

In Northern Sotho the word “Mohwelere” is derived from the name of a tree. Mahwelereng means place of Mohwelere trees; and it's where we've planted roots and are branching out into our next phase.

Located just 4 kilometres away from Mokopane in Limpopo, the township has grown rapidly since Mahwelereng Shopping Centre began trading in 2013 with anchor tenants Shoprite, Cashbuild and Roots Butchery. The rest of the mix is completed by tenants such as Pep, Ackermans, Jet, Capitec branch, Nedbank branch, and Liquor City. Urbanisation has afforded job opportunities in an area largely surrounded by rural settlements. Given its location, and precise mix and flows, GMI Property Group recognises that this key market is expanding. There is a large catchment area and seamless access given to its configuration. GMI Property Group's Managing Director Gerald Dros says, “Having the desired and required brands is critical to our success, however lately we are seeing other trends come to the fore.”

Dros is referring to satisfactory customer services, a more bespoke adaptation of category mixes and the flexible composition of retail variety. The shopping experience has become more individual and more precise, which is what has spurred the development of a Phase 2.

Phase 2 Rollout

Mahwelereng Shopping Centre is expected to kick-start phase 2 End 2022. The extension will add another 11 000 square meters of retail, taking the entire retail space to over 23 000 square meters. An investment of R165 million in the local economy will also generate a further 300 jobs

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in the community. With the experience of a mall beginning long before shoppers arrive, malls have to be accessible for public transport for increased traffic flows, on-demand shopping services – all in keeping with pandemic safety precautions. GMI Property Group has a good relationship with the local community and is able to evaluate and understand these changing needs and adapt to meeting them.

New tenants include Spar, Tops Liquor, Sleepmasters, Tekkie Town, PQ Clothing Outlet, FNB branch. Negotiations are well underway with Power Fashion Factory, JAM and a few other popular brands with Clicks, Sports scene, Exact, Markhams, Totalsports, Sneaker Factory, RFO and The Fix confirmed. A Chicken Licken fly-through will complement the food offering for customers. With this mix Mahwelereng Shopping Centre will continue to grow its offerings so that the Mahwelereng community has everything it needs on the doorstep. The site has future bulk so that the centre could grow to about 35 000 square meters, when the demand is in place.

GMI Property Group believes this will reinforce their value proposition and demonstrate respect for the consumer as well as create meeting places and social spaces, which extend beyond the traditional strip mall offerings. Dros adds that experimentation and evolution in retail is more exciting and dynamic than it has ever been and it's become a major source of innovation. Malls are changing along with their retailers, shoppers and communities. They are finding ways to stay relevant and be even more enticing.



Mahwelereng
shopping centre

For any enquiries please contact
GMI at 012 3452997

Let's chat about your tenanting or partnership requirements.