

INVESTMENT

DECISION

PARTNERS



COMPANY PROFILE

THE COMPANY

Investment Decision Partners Pty Ltd. (IDP) was established in 2006 to encourage development project management and research collaborations with consultancies in mainly Africa and South Africa.

IDP provides sustainable development insights through business and economic principals, utilising various industry knowledge and expertise translate statistically sampled data, quantify real world phenomena and manage risk. The platform of information and analytical support is through the applied science of Geographic Information System and spatial integration and development of data to deliver on the demands of the project programme and deliverables.

OUR VISION

To be the preferred investment property and investment research advisory in Africa.

OUR MISSION

- To enable sustainable investments through scientific research and spatial analytics.
- To create healthy urban spaces and economic viable communities.
- To harness growth to develop viable social, economic and environmental impact driven projects for future generations.

OUR VALUES

- Commitment
- Quality
- Teamwork
- Innovation
- Integrity
- Community and Client Centric
- To inform build environment projects to shapes and create vibrant urban geographies for the communities that lives in it presently and positively impact future generations.

WORK FOCUS AND EXPERTISE

The specific services of IDP can be divided into the following:

A) Business GIS

(i) Market Research, Retail and Development Potential Studies

IDP has the following expertise with respect to the above-mentioned:

- **Market research / Perception surveys**
Information gathering to statistically sample the market through questionnaire based research by means of traditional fieldwork surveys or web based applications. Surveys undertaken include shopping centres surveys (feasibility, on-going, and post-construction), retail surveys (franchises or independent companies), and commercial surveys and industrials surveys.
- **Market Forecasting Models**
Statistical model building to determine and forecast the success of a potential retailer or development at a specific location.

- **Location based analysis**

Micro - analysis of a site. Determine market feasibility of potential development (industrial, commercial, retail) or specific individual start-up businesses. Other services offered include shopper indexing (site selection audits, retail potential audits, retail category segmentation and trading density audits); customer proliferation assessments and store rollout programmes.

- **Data capturing**

As part of the above-mentioned services IDP has also a dedicated team of **data capturers** in place that is responsible for the capturing of completed questionnaires and the cleaning of the data to ensure that good quality data sets are available to analyse.

(ii) Residential and Office Industry

One of the bases for sound decision making with regards to the spatial structuring or restructuring of an urban area, lies in the understanding of urban economic markets. Critical elements that is analysed are amongst other;

- **Market area delineation:** Market area delineation will focus on identifying the primary support base for the proposed office and apartment / residential development.
- **Assessment of key indicators:** Once the area of influence for the office and residential market segment has been identified, the market will be analysed in terms of specific **property market indicators**, such as:

Objective
Supply analysis (type & size)
Rentals (R/m2)
Sold Price (unit / type)
Escalation rates (%)
Vacancies (%)
Take-up rates (%)

(iii) Hospitality Industry

In the terms of the hospitality industry IDP offers the following services:

- Market / Product Offering Segmentation
- Market Research

(iv) Town Planning

IDP has a partnership with Akanya Development Solutions (a black empowered SME), that employs qualified town planners with appropriate experience to oversee the following urban control applications and projects:

- Rezoning
- Subdivisions
- Consolidations
- Township establishment
- Integrated Development Frameworks
- Spatial Development Frameworks

(v) Economic Development Studies and Business Plans

IDP has knowledge in the formulation of intervention strategies to improve the economic performance of an area. To ensure that economic growth takes place in an area it is important that sustainable development is promoted. Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Central to this theme is sustainable human settlement development thus aims to improve the quality of human life while living within our ecological means. This principle is ensured by the need to identify and optimally utilise the comparative advantages of an area. Based on these comparative advantages, economic development opportunities can be identified.

B) General GIS project consulting



- GPS Fieldwork and Project Management
 - GPS positioning
 - GPS data capturing
 - GPS verification
 - GPS/GIS integration
 - GPS/GIS design
 - Recruitment and training of local people working on a project

B) Project Management

- Project Coordination
- Project Facilitation
- Project Implementation and deliverable management.

The above mentioned key service is in relation property purchasing for investment, development coordination, research and information assimilation, development, assessment integration and interpretation and include platform development for information access and analysis.

CLIENT BASE

IDP's clients are mainly the following:

- Educational Institutes
- Corporate and Government Institutes
- Distribution Companies
- Financial Institutions
- Government Departments
- Property developers and property owners (Commercial and Retail Industry)
- Retailers (Franchised, Corporate or individually based)
- Shopping centre managers / owners / marketing managers

STRATEGIC ALLIANCES WITH EXISTING BUSINESSES

IDP is strategic aligned with the following businesses/organisations to provide real-time solutions to businesses in the retail, property, financial and government sectors:

- Geospace International with respect to general GIS consulting and Aerial / Satellite Imaging
- Akanya Development Solutions with regard to spatial planning, economic development projects and Town Planning Services.
- AGES for environmental services
- University of the Free State: Town and Urban Planning and Geography Department

MEMBERSHIPS

- SAMRA – South African Market Research Association
- SACSC - South African Council of Shopping Centres
- GISSA - Geo-Information Society of South Africa

SUMMARY

IDP takes pride in our quality of work, research ethics and professional approach to research and consulting. Our experience in all sectors of research and analysis gives us a unique knowledge and understanding of spatial development.

CLIENT LIST (Current and Historic)

Developers, Property Companies and Marketing / Leasing Agents:

Most recent clients:

- Actis International
- A & C Development Agency
- Att Africa
- Broll
- Houses for Africa
- RMB

Retailer Trade Industry:

Proliferation and Feasibility studies for various leading retailers within the retail categories of;

(a) CFTA, Home and House ware, Groceries, Fast Food.

E.g.: Pep Stores, Game, KFC, Scooters Pizza, Zebros, The Fish and Chips Company, Maxi's

(b) DIY and Building materials, Motor related.

E.g.: Builders Warehouse, Jack's Paint, Hi-Q.

Financial Institutions:

- ABSA
- Development Bank of South Africa (DBSA)
- Treoc

Government:

- Ekurhuleni Metropolitan Council: Inyoni Park
- City of Joburg
- Development Bank of South Africa
- International: Wold Bank Consultancy Appointment - Census Bureau of Botswana

Housing:

- Actis International
- African Housing Solutions
- Empowerprop
- International Housing Solutions

Shopping Centres (most recent):

- Boulders Shopping Centre
- Centurion Value Centre (Pick 'n Pay Hypermarket)
- Hatfield Plaza
- Southgate Shopping Centre
- Westgate (Roodepoort)

International Market Research:

Country	City
Angola	Luanda
Botswana	Gaborone
Cameroon	Douala and Yaoundé
Ghana:	Accra, Kumasi, Tema, Takoradi, Cape Coast
Kenya:	Athi River, Nairobi
Lesotho	Maseru
Mali	Bamako

Country	City
Mosambique	Maputo
Namibia	Windhoek
Nigeria	Abeokuta, Abuja, Lagos, Port Harcourt
Swaziland	Manzini
Tanzania	Dar Es Salaam
Uganda	Kampala
Zambia	Lusaka
Zimbabwe	Victoria Falls

CONTACT DETAIL

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Registration Numbers:

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