

# Market intelligence crucial for success says SACSC president

"When the stakes are high, competition is fierce and change is rapid; market intelligence becomes crucial for success," said Nomzamo Radebe, president of the South African Council of Shopping Centres (SACSC) and CEO of JHI, speaking at the sixth annual SACSC research conference in Sandton recently.



[JHI.co.za](http://JHI.co.za)

The one-day conference offered a line-up of new ideas, insights, cutting-edge solutions and best practice for the retail and property industry.

Getting to know the consumer, identifying new trends, and harnessing the value of technology are among the top challenges for today's innovative retailers and shopping centres.

Trends in technology and consumer patterns will shape retail in new and interesting ways well into the future as the lines between physical and digital retail continue to blur. "In all areas of retail, change is the new normal," noted Radebe.

## Know your shoppers better

As innovation and adaptability become ever more critical, and omni-channel retail becomes omnipresent, Radebe believes that prospering in this new era of retail requires shopping centres and retailers to know their shoppers better than ever before.

"Technology-driven change in the retail environment is compelling us to become more flexible and open to new retail concepts, ways of working, store formats, customer services, rental models, reporting systems and marketing channels.

And, this is only the beginning,” she said.

Around 270 delegates were in attendance this year, making the event even bigger than the International Council of Shopping Centres (ICSC) research conference.

Radebe added: “The popularity of the research conference shows the value that modern retail places on keeping pace with new developments and applications in technology, the latest world-class solutions and ever-changing consumer trends.”

SACSC is the official umbrella body of all involved shopping centres, including: owners, developers, managing agents, brokers, professionals, retailers, marketers, service providers, financiers and researchers. It was officially launched in 1991 to advance the retail and retail property sectors of South Africa. SACSC promotes the interests of the sector both in South Africa and internationally, while addressing issues and meeting challenges within the industry. It engages with associated sectors and other stakeholders on behalf of its members and highlights the role of shopping centres as a major resource for all communities in South Africa.

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