



Motivated by Retail Momentum



BUILT ON A SPECIALISATION IN RETAIL DELIVERY AND TENANT COORDINATION, VINDICO PROVIDES RETAIL DELIVERY SERVICES TO DEVELOPERS AND MANAGERS OF AIRPORTS, SHOPPING CENTRES AND LEISURE DESTINATIONS. RLI TALKS TO FOUNDING DIRECTORS MARC MCQUAIN AND PETER ROW.

Vindico specialises in retail delivery strategy, design and management solutions that support the on-time opening of many retail tenants in major openings through to the re-opening of new tenants in less time across trading asset portfolios.

As a business, Vindico establishes three-year strategic plans and is almost twelve months into its current cycle. "By the end of 2014, we had successfully re-booted the business, having navigated the global property recession," says Founding Director Marc McQuain.

"In doing so, we saw the need to re-engineer our service proposition to address our reliance on the project development stage of the property life cycle," says his

partner, Founding Director Peter Row. "We have successfully achieved this and secured a number of key strategic appointments that firm up our push into trading assets."

Vindico was established in 2002 servicing the retail property markets in the UK and USA, establishing an office in Dubai in 2007 to play a role in the dynamic Middle East market. This region has grown to become its strongest market, with offices in Dubai, Abu Dhabi and Doha and a track record spanning the UAE, Egypt, Oman, and Qatar.

Aldar's Yas Mall in Abu Dhabi is the company's most recent major shopping centre opening, along with the Luxury Retail redevelopment at London Heathrow. "We are proud of both," says McQuain. "They were challenging projects with successful





VINDICO: LONDON HEATHROW



VINDICO: NOVA VICTORIA



VINDICO: MALL OF QATAR



VINDICO: ABU DHABI MIDFIELD TERMINAL PROJECT

outcomes, but they also highlight the importance of how longstanding relationships yield mutually beneficial outcomes over time."

Vindico carried out retail delivery design and management at Yas Mall, which also includes leisure anchors and a substantial F&B offer, and at the same time delivered the 'Welcome Pavilion', for a separate client, a collection of 20 restaurants with an external dining terrace linking Yas Mall to the adjacent Ferrari World theme park.

"We have worked with Aldar continuously since 2007, and as we were opening Yas Mall, we were also collaborating on a solution to inject some store opening momentum into Aldar's portfolio of trading community centres, spread across the Emirate of Abu Dhabi," adds Row.

Indeed, the company has opened 56 new units across 13 properties in the nine months that this programme has been running.

In the UK, the company has continued its longstanding relationship with Land Securities in delivering London's newest restaurant quarter, Nova Victoria, which will showcase new concepts and brands from a range of restaurateurs and catering operators.

The company also supported Heathrow with a retail delivery strategy and methodology that guided the opening of 100 per cent of Terminal 5's retail and restaurant units in 2008. Those self-same methodologies were institutionalised by Heathrow and were still in use when Vindico returned seven years later to deliver the terminal's first major retail upgrade.

Dubai Airport's Commercial Team was tasked

with achieving a step change in the passenger dining experience in the A380 terminal – 'Concourse A'. Vindico's retail delivery design and management team worked closely with the client and their partners to achieve that goal.

"Our clients understood the important role that retail delivery plays and the need to create 'retail momentum' in any new asset by maximising the number of trading shops and restaurants," McQuain explains. "Whereas other firms may bolt retail delivery onto their construction or design offers, our clients see value in hiring specialists. Retail delivery is our core business, it's all we do."

"We haven't tried to replicate a traditional creative design agency," says Row. "Our clients' tenants invest heavily in their store design and rollouts, and the old school approach of landlords hiring their own designers to compete with tenants on store design is undermining - we can achieve the same, or better outcomes without the animosity and delays."

Vindico's retail delivery design capability sits within a service model that understands and respects tenants inside the goal of getting shops open.

The company has invested in two new sister businesses that combine to enhance its ability to create and maintain retail momentum. Volstrukt is a manufacturer that makes a range of modular, integrated products that improve the agility and flexibility of retail space. Its flagship product, the PocketShop, is at the heart of Pop Modular Retail's expertise in creating programmes that activate inline shopfront space before and between new store openings.

"Whilst our pedigree has been built on development projects, and we will continue to seek roles that see us support the opening of large numbers of shops on a single opening day, our future roster will be populated with a growing number of trading centres," says Row. "Looking forward, we are as excited about helping to fast track store openings across the Aldar Community and Hammerson UK portfolios as we are about again working with the MH Alshaya team to have their brands trade at the opening of Mall of Qatar."

The company is extremely proud of the repeat business that defines its working relationships with clients such as Aldar, Dubai Airports, Land Securities and Heathrow Airport. These have been built on consistent performance over time and an ability to work with clients to respond to the specific needs of different projects and the markets in which they are delivered.

"The markets we operate in have recovered from the global recession at different speeds and with different impacts and structural changes to our industry," explains McQuain. "The 'good news' for the industry is the fact that prophecies around the death of the mall or high street at the hands of technology lead changes in retail, have not materialised."

Vindico has been at the sharp end of where 'retail' and 'property' touch for twenty years, and the post-recession environment is a better one for developers and owners to embrace the agility needs of new-age occupiers, he says.

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