



SPECIALTY LEASING SERVICES

development

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structure

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consultation

MISSION STATEMENT

Provenzano Resources, Inc. (PRI) provides specialty retail leasing program planning and consultation services (carts, RMU's, kiosks, seasonal concepts; short term stores) from predevelopment through grand opening for developers, municipalities and property managers seeking to add revenue and excitement to their shopping centers, festival marketplaces, entertainment centers, lifestyle centers, mixed use locations, pedestrian thoroughfares, airports, transportation hubs and other alternative retail venues internationally.

PRI consults with developers, landlords and design and operations teams to create quality, sought-after and successful specialty retail programs. The information in this unique package includes the common area unit design/build criteria; installation oversight guidelines; leasing and visual merchandising tools. From market feasibility analysis and pre-development consulting, to specialty leasing implementation and merchant coordination tracking, PRI provides their international clients the information to assist throughout the entire specialty retail leasing process. PRI offers their clients the opportunity to have their specialty retail programs be the best in the retail industry. The PRI Specialty Leasing Service pack includes the following:

In addition, the following services may be available:

- Retail consulting including the evaluation and analysis of existing retail. A focused concentration is given to: merchandise content and display, including store layout and design, branding and signage. Management, operations and customer service assistance is available.
- Training programs for retail operations, visual merchandising, and specialty retail management and retail development.
- Seminars for specialty leasing professionals with an emphasis on program development and growth; location determination; unit design and specifications; visual merchandising, budgeting; operations and management of specialty retail programs.
- Site visits will include pre-planning and Grand Opening; additional visits can be determined.

PRI is an active member of the International Council of Shopping Centers (ICSC); the Middle Eastern Council of Shopping Centers (MECSC); the Urban Land Institute (ULI) and a member of the Gerson Lehman Consulting Group.

PROVENZANO RESOURCES, INC.

SPECIALTY RETAIL PROGRAMS

The services that Provenzano Resources, Inc. offers in planning, developing and growing a specialty retail leasing business for a shopping center, municipality, airport developer or management company internationally are all inclusive. From start-up to expansion, the goal is to provide all of the information and training necessary to develop a common area program that enhances the center's merchandise mix, adds excitement to the common area and the customer's experience and generates revenue for the property owners.

The following is included in the PRI Specialty Leasing Services package. A specialty retail program with the PRI package will benefit from the following key steps in creation, implementation, execution and expansion:

- Strategic business planning with short-term and long-term goals and objectives.
- Operating budget for revenue and expenses; start-up budget; reforecast as needed.
- Site analysis and unit type and quantity determination.
- Unit design and fabrication criteria; bid evaluation information.
- Image planning, collateral marketing and advertising of the program.
- Comprehensive training on-site specialty retail staff.
- Documentation including: license agreements; tenant handbook; sales and income reports; visual merchandising guidelines; rules and regulations; prospect and leasing tracking formats; monthly updates; etc.
- Leasing guidelines and structure for opening and replacement tenants specific to the merchandise mix of each center.
- On-going program consultation is available with leasing assistance; merchant evaluations and visual merchandising.
- Grand Opening planning; Project Timeline examples
- Expansion and development with financial analysis and projections.

PROVENZANO RESOURCES, INC.

TRAINING SEMINARS

Provenzano Resources, Inc. offers comprehensive training for specialty retail managers; retailer training and owner-operator program training. The following are some of the seminars and workshops that are offered, however each is individually designed for the specific needs and requirements of the client:

RETAIL TRAINING:

- Retail 101: operations; accountability; personnel management; staffing
- Visual display and merchandising: hands-on technique
- Inventory management and product planning
- Growth and expansion; handling multiple locations
- Lease negotiation and site selection

RETAILER PROGRAMS:

- Visual merchandising and display
- Store design including architectural renderings
- Retail operations manuals
- Customer service training
- Merchandise planning and product placement
- Mystery shopping and evaluations

SPECIALTY RETAIL MANAGEMENT TRAINING:

- Lease negotiations
- Prospecting, recruitment and qualification of merchants
- Temporary in-line leasing
- Visual merchandising and display
- Budgetary responsibilities including expense planning
- Center grand opening or expansion training
- Specialty retail manager development
- Retailer incubation programs