

# SHOPSIM



**Decision support software for retail  
and shopping center management**

**Documentation**

**[www.shopsim.biz](http://www.shopsim.biz)**



## Improve retail performance through simulation

ShopSim is a powerful simulation software and decision support tool for testing and improving the interaction of retail design and customer behavior. ShopSim helps retail and shopping centre managers to plan and operate their facilities, and to improve the retail space layout and test customer reactions.

Customers appreciate shopping streets and centres with an attractive mix of shops, pedestrian-friendly design and clear visibility. These factors have a crucial influence on shopping behavior and development of sales. ShopSim embraces all these factors and allows, using computer simulation, to test the various options available and to find which one is most advantageous for shopping behavior.

By using ShopSim simulation software, different tenant and design scenarios can be tested and optimized before the actual plan or redesign is actually implemented. This reduces high costs brought about by decisions that turn out to be erroneous.

### Applications of ShopSim

Typical applications of ShopSim are:

- turnover and profit evaluation based on varying retail design options
- evacuation and security testing
- evaluation of customer flows
- check up of customer behavior based on varying shopping centre layouts
- check up of customer visits per shop based on reallocation of anchor tenants
- positioning of anchor tenants
- visibility testing of retail designs

ShopSim for...



...tenant mix optimization



...customer reaction testing

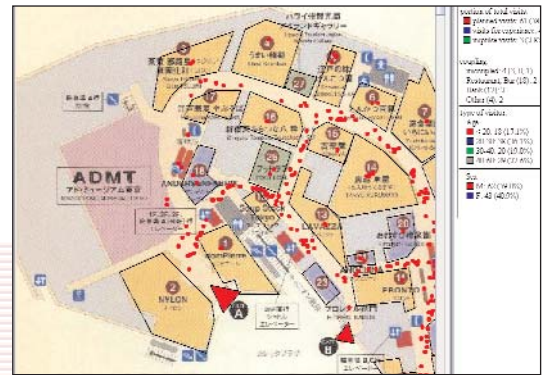


...and retail design improvement

## ShopSim in a nutshell

ShopSim is a powerful yet easily and intuitively to use simulation software for retail management. Conducting a retail simulation study comprises the following four main steps:

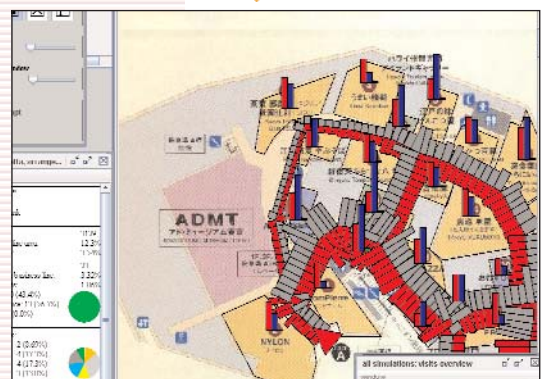
- 1) **Create or import the retail design.** ShopSim provides an easy-to-use design tool to import and create the retail environment for the simulation study, be it a shopping street or a shopping mall. The location of shops can be changed through a drag-and-drop functionality.
- 2) **Input customer behavior.** ShopSim generates the shopping behavior of the simulated customers based on qualitative customer polls. The respective poll module allows to input the poll data quickly.
- 3) **Simulate scenarios.** Run different simulation scenarios based on varying behavior or design parameters to evaluate optimized solutions.
- 4) **Analyze results.** ShopSim provides different graphical and numerical analysis tools such as visits per shop, way utilization rate, visitor type per shop and many more.



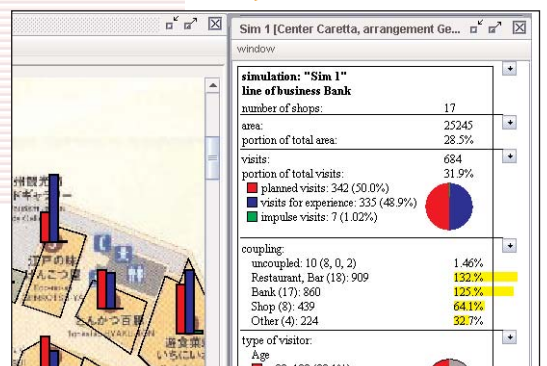
1) Create the retail environment



2) Create shopping center customers



3) Simulate scenarios



4) Analyze results

## Results with ShopSim

ShopSim offers a wide range of analysis data to evaluate simulation results, and further functions are being developed.

- graphical and numerical simulation analysis (lists, bar charts etc.)
- visits per shop
- turnover per shop
- way utilization rate
- coupling of shop visits
- portion of visits per business line
- planned visits
- visits for experience
- impulse visits
- visits per station exits etc.

## Technical specifications

- Programmed in Java
- Recommended hardware:  
512 (MB) RAM + Pentium 4 CPUs at speeds of 2.0- 3.06 GHz
- Retail design import format (.jpeg; .bmp)
- Number of agents depends on the available computer performance
- Data storage in Microsoft Access database

## ShopSim project services

Savannah Simulations provides comprehensive project services for ShopSim simulation software, including quantitative and qualitative data acquisition and customer surveys, data analysis, modeling, simulation analysis and recommendations.

## Order ShopSim

ShopSim trial and full version can be ordered from [www.shopsim.biz](http://www.shopsim.biz)

Simulation Shoppingcenter Simulationsmethode	Sim 1 Ansbach Analysewerte
Personen insgesamt:	201
Personen momentan:	0
Personen in Shops:	0
■ reine Zielkäufer:	109 (54.2%)
■ Erlebniskäufer:	61 (30.3%)
■ Impulskäufer:	31 (15.4%)
Wegstrecke pro Person:	1019
Besuche:	467
Besuche pro Person:	2.32
■ Zielbesuche:	333 (71.3%)
pro Ziel/Erlebniskäufer:	1.95
■ Erlebnisesuche:	99 (21.1%)
pro Ziel/Erlebniskäufer:	0.58
■ Impulsesuche:	35 (7.49%)
pro Impulskäufer:	1.12



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