

# Exhibition Brochure



THE LUXURY OF CONVENIENCE



bloem plaza  
*mo re kopanang*

## Background Info

Bloem Plaza, the oldest shopping centre in Bloemfontein, is located in the heart of the Bloemfontein CBD. Formerly known as the Sanlam Plaza, the centre was built in 1973. The centre is nothing short of a 'grand old dame', boasting elegant décor such as brass and marble finishes throughout the mall. Bloem Plaza consists of retail and office space, in addition to the Bon Hotel which forms part of the centre. Home to a wide variety of retail stores, Bloem Plaza is situated close to the railway station and taxi rank, ensuring easy access to fashion stores, furniture and décor shops, beauty salons, restaurants, and more.

## Shopper Demographics



**LSM:**  
1 – 8



**GENDER**  
FEMALE 60%  
MALE 40%



**RACE**  
BLACK 60%  
COLOURED 20%  
WHITE 10%  
ASIAN 10%



**LANGUAGE**  
SESOThO ?%  
TSWANE ?%  
ENGLISH ?%  
XHOSA ?%

## Advertising Opportunities



**EXHIBITION COURT SPACE**



**TRADITIONAL**



**OUTDOOR**



**SOCIAL & DIGITAL MEDIA**



**ESCALATOR STEP BRANDING**



**CONNECT WAYA-WAYA**

### ADDRESS

134 Charlotte Maxeke Street, Bloemfontein  
Central, Bloemfontein, 9300

### TRADING HOURS

Monday – Friday: 09:00 – 18:00  
Saturdays: 09:00 – 17:00  
Sundays & Public Holidays: 09:00 – 16:00

### ANCHOR TENANTS

**Pick n Play**

**PEP**

**Jet**  
FEEL GOOD FASHION  
for everyone

## Exhibition Court Rates

Please note that exhibition rates range from as little as R800 per day. All rates are dependent on the duration of the booking therefore, daily, weekly and monthly rates can be quoted separately. In addition, rates are subject to the location of the area booked - the busier, the area the more expensive the court. Kindly contact Sharon Veeran on 084 830 4691 for a package tailored to you.

## Mall Map



**120**  
STORES



**38 463 m<sup>2</sup>**  
TOTAL SIZE (GLA)

# Store listing

## SPECIALITY STORES

Baoal Traditions  
Bloem Fabrics  
Boss Fabrics  
Cash Crusaders  
Department of Water Affairs & Forestry  
Jacksons  
Spec-Savers  
Rags & Fabrics  
Real Art Studios

## ELECTRONICS & CELLPHONE

Carlos Cellular  
Cellular Junction  
Gadget Zone  
MTN  
Pep Cell  
Pro Cell  
Vodacom

## BANKS & FINANCIAL

African Bank  
Capitec  
Nedbank  
Sinethemba Financial Services  
SWU Credit Solutions  
Supreme Finance  
Speedy Loans  
Pronto Cash Loans

## FASHION

Ackermans  
Americanos  
Beaver Legit  
Choice Clothing  
City Express  
Exact!  
Fashion World  
Foschini  
Hip Hop Joint  
Jet  
Markham  
Mom & Tods  
Mc Cullagh & Bothwell  
Mr Price Weekend  
New Look Shop  
Options  
Pep  
Street Fever

## FOOTWEAR

Franco Ceccato  
Rage  
Side Step  
Sneaker Kids  
Spitz  
Sportscene

## HEALTH & BEAUTY

Arthur Ford

Dr Z.G Duba  
Effective Hair Salon  
Health Shop  
Love Peace Nail Bar  
Molemo Health Care Clinic  
Planet Nails  
RT Pregnancy Sonars  
Signature Cosmetics  
Voortrekker Pharmacy

## DECOR & FURNITURE

Bradlows  
Bargain Centre  
Curtain City  
Kings Comfort  
Mr Furniture  
Markkim Home  
Sheet Street

## HOTEL & CONFERENCE

Bon Hotel

## JEWELLERY & ACCESSORIES

American Swiss  
Sterns  
The Bead Shop City Centre

## KIOSKS

London Key  
Pie City

Sweet & Salty

## LIQUOR STORES

Pick n Pay Liquor

## FOOD

Biltong and Apice  
Die Rooi Vingerhoed  
Fish & Chips  
King Pie  
Pick n Pay  
The Nut Shell  
Toffee Apple

## SERVICES

Blood Bank  
Copies for Africa  
GoVision  
Funeral Direct  
Government Communication and Information System  
Information HotSpot  
iThuba  
Lebakeng Consultants  
Molly's Funerals  
National Youth Development Agency  
Seda  
S-Mab Agency Group  
Supaclean  
Tholo Victory

## CONTACT DETAILS

### EXHIBITIONS COORDINATOR

Sharon Veeran  
084 830 4691  
[sharon@mseed.co.za](mailto:sharon@mseed.co.za)

### MARKETING MANAGER

Zanda Twala  
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[bloemplazamarketing@mseed.co.za](mailto:bloemplazamarketing@mseed.co.za)

### CENTRE MANAGER

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