



AFRICA^{EYE}

Sign In

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ABOUT US ▾

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TRAINING

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FAQ

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Features on www.africaeye.co.za include:

- Recent & Updated demographics
- Retail expenditures for 17 different retail market sizes
- Shopping Centre supply in the catchment area
- Competitor activity in terms of national retailers
- Mobile/Tablet friendly application
- Aerial Photography in South Africa
- Draw catchments anywhere in South Africa
- Immediate availability of report
- Optimal Search functions (TomTom search engine)
- Manipulation of site and catchment

Help Tips to use the website:

1. You have to be **signed in as a user** before you can proceed to the map window / search function (this inhibits other people to use the website if they are not registered users):

✓ “Get Data / Countries / South Africa”.

2. The **order** of creating a report is the following:

i. Find / Search Site

ii. Delineate catchment / Choose radius

iii. Select categories & income groups

iv. Name Site

v. Payment gateway

vi. Report creation (this is an instant process)

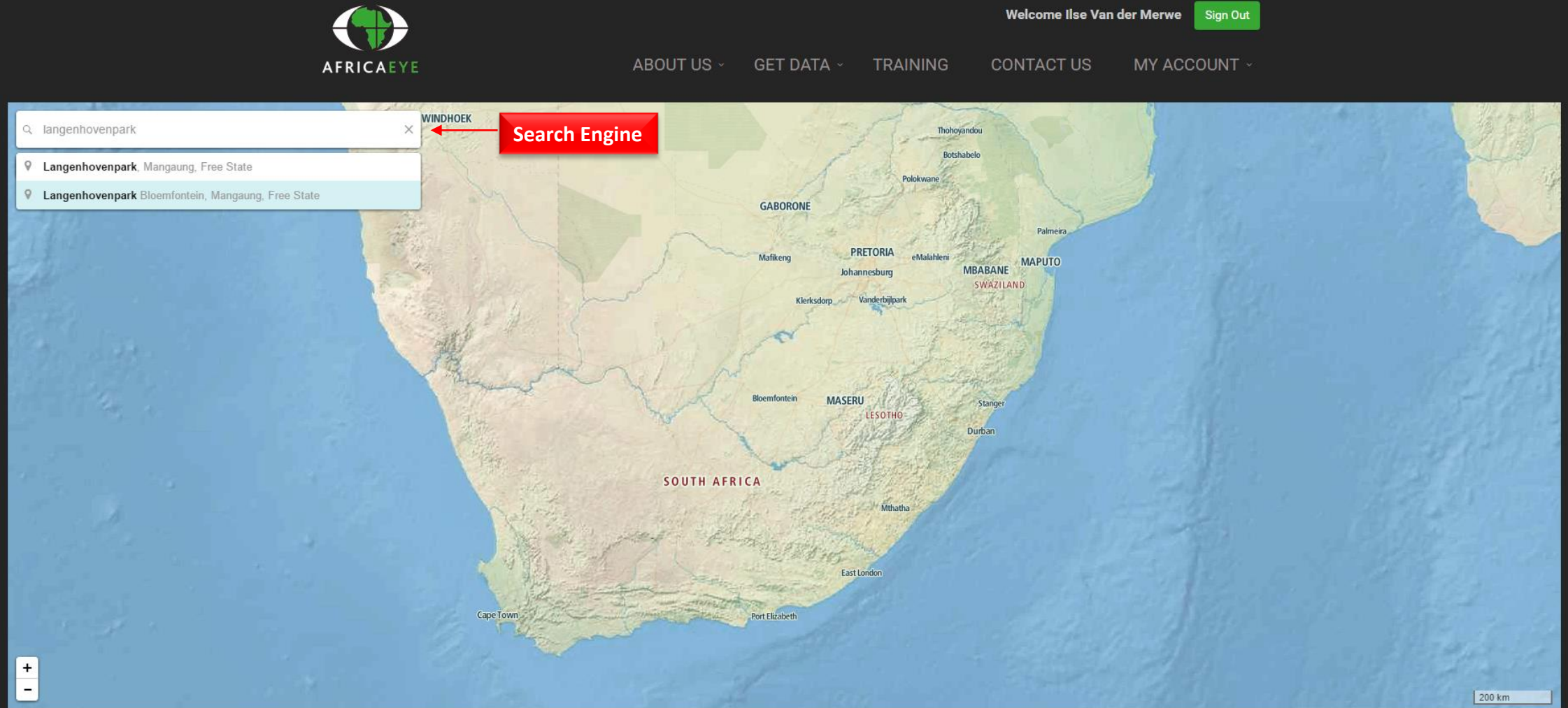
vii. *Find next pages for a step-by-step guide in this matter – Fernridge comments in **RED***

3. A **Hybrid view** of street maps or aerial photography is available to select. The default option is street maps.

Guide to use the AfricaEye website:

Step 1:

1. Search the address of the site in the Search Engine window. Points of Interest addresses can also be applied (**Source**: TomTom Points of Interest).



Step 2:

2. Move / Place the blue Site Marker to your site manually by clicking & releasing it. This blue site marker can be manipulated (several times) to move to any destination.

The screenshot displays the AfricaEye website interface. At the top, the AfricaEye logo is on the left, and a navigation bar contains links: ABOUT US, GET DATA, TRAINING, CONTACT US, and MY ACCOUNT. A user greeting 'Welcome Ilse Van der Merwe' and a 'Sign Out' button are on the right. The main map area shows a street view of Langenhovenpark in Bloemfontein, Free State. A search bar at the top left contains the text 'Langenhovenpark Bloemfontein, Mangaung, Free State'. A red callout box labeled 'Hybrid View Button – Click for Aerial View' points to a button in the top left corner. Another red callout box labeled 'Site Marker' points to a blue location pin on the map, which is surrounded by a red dashed circle. On the right side, a dark sidebar titled 'CATCHMENT AREA' is open. It contains the text: 'Now that you have a location, please select which catchment method you would like to use:'. Below this, there are two sections: 'SET CATCHMENT RADIUS:' with a text input field containing 'In Km', and 'DRAW CATCHMENT AREA:' with a radio button selected for 'Use polygon to draw catchment area'. At the bottom of the sidebar are buttons for 'Show Shopping Centres', 'Reset', and 'Next'. The map includes various labels such as 'Spitskop SH', 'Du Plessis Avenue', 'Langenhovenpark', 'Universitas Ridge', 'Western Bypass', 'Nelson Mandela Drive', 'Brandwag', 'Park West', 'President Paul Kruger', 'Universitas', 'Walter Sisulu Road', 'Kwaggafontein', and 'Donegal AH'. A scale bar for 500m is visible in the bottom right corner of the map area.

Step 3:

3. Choose the type of Catchment delineation: (a) Radius or (b) Draw Catchment Area. The latter is your own interpretation of the area.

The screenshot displays the AfricaEye website interface. At the top, the AfricaEye logo is on the left, and the user 'Ilse Van der Merwe' is logged in with a 'Sign Out' button. A navigation bar includes links for 'ABOUT US', 'GET DATA', 'TRAINING', 'CONTACT US', and 'MY ACCOUNT'. The main map shows a location in Bloemfontein, Free State, with a search bar at the top left. A blue polygon is drawn on the map, representing a catchment area. A sidebar on the right, titled 'CATCHMENT AREA', provides options for delineation. It asks the user to select a method: 'SET CATCHMENT RADIUS' (with a text input field for 'In Km') or 'DRAW CATCHMENT AREA' (with a checked option 'Use polygon to draw catchment area'). Below these options are buttons for 'Show Shopping Centres', 'Reset', and 'Next'. Three red callout boxes provide instructions: one points to the radius input field, another points to the 'Use polygon' option, and a third points to the 'Show Shopping Centres' button.

Langenhovenpark Bloemfontein, Mangaung, Free State

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CATCHMENT AREA

Now that you have a location, please select which catchment method you would like to use:

SET CATCHMENT RADIUS:

OR

DRAW CATCHMENT AREA:

☒ Use polygon to draw catchment area

[Show Shopping Centres](#) [Reset](#) [Next](#)

(a) Type in the size of the radius (eg. "3" for 3km) if you do not want to draw your own catchment.

(b) Option selected to draw own catchment area – example to the left

Click to show Shopping Centre supply to assist with catchment delineation

Step 3:

3. Choose the type of Catchment delineation: (a) Radius or (b) Draw Catchment Area. The latter is your own interpretation of the area.

The screenshot displays the AfricaEye website interface. At the top, the logo and navigation menu are visible. The main map shows a location in Bloemfontein, Free State, with a catchment area delineated by a red dotted line. A red callout box points to a new site and catchment. A red text box provides a note: "Please Note: Once you have selected your site and delineated your catchment, you are still able to manipulate both the site and catchment to different locations and sizes." The right sidebar, titled "CATCHMENT AREA", offers two methods: "SET CATCHMENT RADIUS:" with a text input field "In Km", and "DRAW CATCHMENT AREA:" with a checked option "Use polygon to draw catchment area". Buttons for "Show Shopping Centres", "Reset", and "Next" are located at the bottom of the sidebar.

Step 4:

4. Select Data: (a) Deselect Income categories if target markets apply. (b) Select the applicable categories for the forecasting model. Licensed Agreement will guide this usage.

The screenshot displays the AfricaEye website interface. At the top, the logo is on the left, and navigation links (ABOUT US, GET DATA, TRAINING, CONTACT US, MY ACCOUNT) are in the center. On the right, a user is logged in as 'Ilse Van der Merwe' with a 'Sign Out' button. The main area features a map of Langenhovenpark, Free State, with a blue polygon highlighting a specific area. A red callout box with white text points to the 'SELECT DATA' overlay, stating: 'Unselect Income categories if you wish to proceed with a Target Market'. The 'SELECT DATA' overlay is a dark panel on the right side of the map. It has a title 'SELECT DATA' and a sub-section 'INCOME DEMOGRAPHICS'. This section lists five income categories for South Africa, each with a green plus icon to its right, indicating they are currently selected. At the bottom of the overlay are 'Previous' and 'Next' buttons.

SELECT DATA

INCOME DEMOGRAPHICS

- South Africa - A++ (Super Rich) - ZAR100000+ (disposable income) +
- South Africa - A+ (Well-off) - ZAR45000+ (disposable income) +
- South Africa - A (Upper-Middle) - ZAR25000+ (disposable income) +
- South Africa - B (Middle) - ZAR16000+ (disposable income) +
- South Africa - C (Lower-Middle) - ZAR7500+ (disposable income) +

Previous Next

Step 4:

4. Select Data: (a) Deselect Income categories if target markets apply. (b) Select the applicable categories for the forecasting model. Licensed Agreement will guide this usage.

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Q Langenhovenpark Mangaung, Free State

Enable this option ("Add") if you wish to obtain a retail market size.

Select your applicable retail categories

SELECT DATA

BUSINESS CATEGORIES [add](#)


- Food & Groceries +
- Fashion +
- Jewellery +
- Health & Beauty +
- Beauty Services +
- Furniture & Appliances +
- Home Retail +
- DIY / Outdoor +

[Previous](#) [Next](#)

500 m

Step 5:

5. Name Site – we recommend to use geography as reference (this Name will appear in your profile). A Summary of your selection(s) appear in the bottom part of the box.



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Name your Site

Langenhoven Park, BFN

Summary of Report Selection

REPORT SUMMARY

REPORT NAME

Please provide a clear and distinctive name for your report, this will make future searches much easier.

REPORT DETAILS

Income Demographics	Price
A++ (Super Rich)	-
A+ (Well-off)	-
A (Upper-Middle)	-
Sub Total	R1,999.00

[Previous](#) [Next](#)

Step 6:

6. Payment Method: An Enterprise License user you need to select the “Use License” option and it will proceed to the report deliverable. Other users can use Credit card options or previously arranged Voucher Codes.

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Langenhovenpark Mangaung, Free State

Donegal AH

Verdun Agric Plots AH

Spitskop SH

Spitskop

Langenhovenpark

University

Kopie Road

Kopie Road

Elas Mokoaleli Street

Kwaggafontein

Western Byp

SELECT applicable Payment Option

**CREDIT CARD USERS:
Following details are needed
for invoicing purposes:**

INVOICE DETAILS

Total Cost (VAT Incl.): R1,999.00

Enter name

Enter company name

Enter company address

Enter company address

Enter company postal code

Enter company Tax No.

PAYMENT METHOD

Please select one of the following payment methods. As soon as your payment is completed, your report will be ready to download.

USE LICENSE ☐ No

USE VOUCHER ☐ No

USE CREDIT CARD ☐ No

[Previous](#) [Submit](#)

500 m

Step 7:

7. Report Status: The report has successfully been completed after the payment gateway. A link is provided to download this report from your profile in My Projects under My Account (PDF format).

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Please Note: The final **PDF report is immediately available** - this appears in your Profile.

Also note that the report in your profile will have a **dynamic link for demographic updates** and therefore we recommend to save your PDF reports to your desktop in order to have a specific date stamp.

For PDF Report

Just to view report

Can immediately start with new report

REPORT STATUS

✓ SUCCESSFUL

Your report has been saved to My Projects and is available to download in pdf

Download Report View Report

New Report

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- Draw catchments anywhere in South Africa
- Immediate availability of report
- Optimal Search functions (TomTom search engine)
- Manipulation of site and catchment



We value your support and wish to guide you through this process.

Please contact our Support if you need any assistance in this matter.

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