

Pop-Up Shops and Revitalization in Punjabi Market

Problems in The Punjabi Market

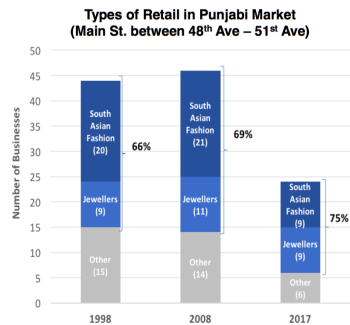
? What is our objective?

To find strategies of successful pop-up stores worldwide, and study its application on the Vancouver Punjabi Market.

? Where is it?



? What is happening now?



Source: City of Vancouver Open Data Catalogue (1)



Customers and businesses migrating to Surrey, where prices are lower

Between 1998 and 2017 the number of businesses decreased. South Asian fashion stores decreased by 55%



? Why does it matter?



- Preserve Punjabi culture
- Access to culturally specific food

Characteristics of Successful Pop-Up Shops



Why Pop-Ups?

- Attracting more businesses
- Improving appearance of vacant spaces



Location

- High foot traffic (5).
- Access to transportation and accessibility (4).



Legislation

- Positive support from community
- Relaxations in planning legislation (3).



Store Character

- Appearances that evoke brand values
- More face-to-face dialogue with brand characteristics (2).

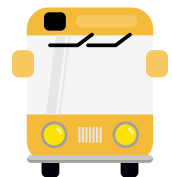


Key Take-Aways: How Pop-Up Shops Could See Success in the Punjabi Market



High vacancy rates in traditional shopping centers

Good transportation to the potential pop-up shops in the form of the Canada Line and Translink bus service



The nearby Langara College provides high foot traffic and large international population

Areas For Future Study

Determine a solution for the City to relax legislation to make rental rates for incoming business owners more affordable.

