

Opening Date: 2001.09.27



德安購物中心

德安

購物中心

Taichung Central



Team Profile	
Management	Du Center Co. Ltd.
Marketing	Du Center Co. Ltd.
Construction	Du Center Co. Ltd.
Architecture	JRV International
Interior Design	Yang Hua Design Offices
Leasing	Du Center Co. Ltd.
Employees	145 persons
Contacts	
Address	No. 186, Sec.4, Fu Hsin Rd, Taichung, Taiwan
Tel/Fax	(04) 3611-8888 / (04) 3611-6688
Division/Name	PR: (04) 3611-8888 ext.5108 Leasing: (04) 3611-8888 ext.5103
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Website	www.tcentral.com.tw



Taichung Central



Positioning

Location	Taichung East District	
Trade Area	Near Taichung Railway Station	
Zoning	Commercial Zone	
Ownership	Private	
Site Area	9,240m ²	
Floor Area	118,800m ²	
Shopping Center Area	92,400m ²	
Gross Leasing Area	85,800m ²	
Car Parking	Car : 800	Motorcycle : 500
	Bus : It could be parked around the parking place.	
	Shuttle bus : 3	
Floor Guide	B3F~B6F: Car park, Car Service	
	B2F Carrefour, Stores Street	
	B1F Carrefour, Cuisine Paradise	
	1 F:	
	2 F: Department Store & Restaurants	
	3 F:	
	4 F:	
	5 F: VIESHOW Cinemas & Furniture	
	6 F: Department Store	
	7 F:	
	8 F: Restaurant, Dino's World, Internet Sports	
	9 F: World Gym, Dino Snooker Area	
	10F: Restaurant, POPIN PUB	
	11F: Restaurants, ENCORE KTV	

Operations

Initial Capital	NT\$55 hundred million	
Type of SC	Urban Life	
Targets of Customer	Young & Family Group	
Tenants	Store :	Kiosk :
Anchor Stores	Carrefour	
	Warner Village Cinemas	
	JOGOYA Japanese Restaurant	
	World Gym	
	Tom Dragon Castle	
Category Mixed %	Retailing : 50%	F & B : 25%
		Entertainment : 25%
2005 Highest Monthly Sales	NT\$	
2005 Sales in Total	NT\$	
2006 Estimated Sales	NT\$	
2005 Daily Average Visitors	Weekends	persons
	Weekday	persons
2006 Total Visitors	persons	

Tenants List	
B2F Carrefour/ Stores Street	Carrefour
	Stores Street
B1F Carrefour/ Cuisine Paradise	Carrefour
	McDonald's
	T.K.K. Fried Chicken
	International Cuisine
	Taiwanese Delicacy
	Teppanyaki
	Korean Food
	Vegetarian Diet
	Bakery
	Desserts
1F	Cosmetics
	Ladies' Shoes
	Designer's Boutique
	Gold & Jewelry
	Accessories
	ROSE Records
	Customer Service Counter
	Style Humanitics Caf'e
	STARBUCKS
	Chun Shui Tang
	McDonald's
	Central Square
	2F
Ladies & Young Ladies'	
Teen's Fashions & Cosmetics	
Leather & Accessories	
PF Hair Salon	
Glory Beauty SPA	
SKYLARK Restaurant	
3F	Men's Suits
	Shirts
	Ties
	Men's Shoes
	Leather Goods & Luggages
	Accessories

	Casual Wear
	Men's Underwear
	Jeans
	Ladies & Men Wear
4F	VIESHOW Cinemas
	Cinemas Ticket's Bar
	Print Club
5F	HOM TAI Furniture
	Sports
	Jeans
	Accessories
6F	Stationeries, Senseio Book Store
	DAISO
	NICHIOKU LIVING HOUSE
	Story Forest
	Tom Dragon Castle
	Baby Maternity Wear
	Infant's & Kid's Wear & Kid's Shoes
	Mothers' Wear
	TOYSRUS
	Kid's Playing Area
7F	Baby Care Room
	Assortment & Bedding
	WORKING HOUSE
	Living Plus
	VIP & Customer Service Center
	Seminar Room
	Gift-exchanging counter
8F	Dino's World
	ARMED TEAM (Internet Sports)
	Mong Kok Cantonese Hotpot Restaurant
9F	World Gym
	Dino's Snooker
10F	Sea Food Restaurant
	POPIN PUB
11F	Da-Da Cantonese Restaurant
	BULL FIGHT CREW F&B/Steak & Restaurant
	JOGOYA Japanese Restaurant

ENCORE KTV

Resources : 2007 Industry Survey Questionnaire

Compiled by Editorial Room of Shopping Center Development Council, Taiwan