



KEY ASPECTS OF MALL MANAGEMENT

INTRODUCTION

- ✘ Shopping malls or shopping centres are physical spaces created for retailing, fun, leisure and entertainment and have many elements.
- ✘ Primarily, a mall can be divided into various zones:
 - + Retailing: Pure shopping
 - + Entertainment: Movie theatres, gaming zones, video parlours
 - + Food Court: Fine dining restaurants
 - + Atrium: Common area, public spaces, prayer rooms, rest rooms, kids area, parking, etc.

CONTD..

- ✘ Now, to manage all these activities in a huge space, a specialized skill set is required. Various functions under mall management are:
 - + Leasing: selling this idea to retailers and other tenants
 - + Mall marketing
 - + Promotions and activities
 - + Security
 - + Facilities management
- ✘ Hence, mall management ensures the smooth running of the mall, makes sure that there is coordination between various activities and tenants, settles disputes etc.

CLASSES OF MALLS

In many cases, regional and super-regional malls exist as parts of large superstructures which often also include office space, residential space, amusement parks and so forth.

- ❑ Regional malls
- ❑ Super regional malls
- ❑ Outlet malls



1. REGIONAL MALLS

- × A regional mall is, per the International Council of Shopping Centers, in the United States, a shopping mall which is designed to service a larger area than a conventional shopping mall. As such, it is typically larger with 400,000 sq ft (37,000 m²) to 800,000 sq ft (74,000 m²) gross leasable area with at least two anchors^[9] and offers a wider selection of stores. Given their wider service area, these malls tend to have higher-end stores that need a larger area in order for their services to be profitable. Regional malls are also found as tourist attractions in vacation areas.

2. SUPER REGIONAL MALLS

- ✘ A super regional mall is, per the International Council of Shopping Centers, in the U.S. a shopping mall with over 800,000 sq ft (74,000 m²)^[9] of gross leasable area, and which serves as the dominant shopping venue for the region in which it is located.

3. OUTLET MALLS

- ✘ An outlet mall (or outlet centre) is a type of shopping mall in which manufacturers sell their products directly to the public through their own stores. Other stores in outlet malls are operated by retailers selling returned goods and discontinued products, often at heavily reduced prices. Outlet stores were found as early as 1936, but the first multi-store outlet mall, Vanity Fair, located in Reading, PA didn't open until 1974. Belz Enterprises opened the first enclosed factory outlet mall in 1979, in Lakeland, TN, a suburb of Memphis.

COMPONENTS

× Food court

+ consists of a number of fast food vendors of various types, surrounding a shared seating area.

× Department stores

+ When the shopping mall format was developed by Victor Gruen in the mid-1950s, signing larger department stores was necessary for the financial stability of the projects, and to draw retail traffic that would result in visits to the smaller stores in the mall as well. These larger stores are termed anchor store or draw tenant. Anchors generally have their rents heavily discounted, and may even receive cash inducements from the mall to remain open. In physical configuration, anchor stores are normally located as far from each other as possible to maximize the amount of traffic from one anchor to another.

LEGAL ISSUES

- ✘ One controversial aspect of malls has been their effective displacement of traditional main streets.
- ✘ Many consumers prefer malls, with their spacious parking garages, entertaining environments, and private security guards,
- ✘ Over downtown, which often suffers from limited parking, poor maintenance, and limited police coverage.

TYPES OF SHOPPING FACILITIES

- × Big-box store (supercenter, superstore, or megastore)
- × Strip mall (shopping plaza or mini-mall)
- × Plaza (open urban public space, such as a city square)
- × Market
- × Main street (central business districts)
- × High street (city centers)
- × Town square (traditional town)
- × Power centre (retail park)
- × Lifestyle center (shopping center)
- × Outlet mall (factory outlet)

PLANNING CONCEPTS

× Public space

+ A **public space** refers to an area or place that is open and accessible to all citizens, regardless of gender, race, ethnicity, age or socio-economic level.

× Gruen transfer

+ The Gruen transfer refers to the moment when a consumer enters a shopping mall, and, surrounded by an intentionally confusing layout, loses track their original intentions. Spatial awareness of their surroundings play a key role, as does the surrounding sound and music. The effect of the transfer is marked by a slower walking pace and glazed eyes.

Thank You..