

Dr.V.N.BedekarInstitute of Management Studies

SUBJECT : OPERATION

MANAGEMENT

TOPIC : LOCATION & LAYOUT OF

RETAIL MALL

SUBMITTED TO : MARATHE SIR

GROUP MEMBERS :

40 ANUP NATU

41 SUCHITA PALANDE

42 NILESH PATIL

43 TANVI PAWAR

44 SAYALI PHATAK

45 VIKRANT POKHARKAR

46 NIKITA RATHOD

33 RESHMIRAJAN

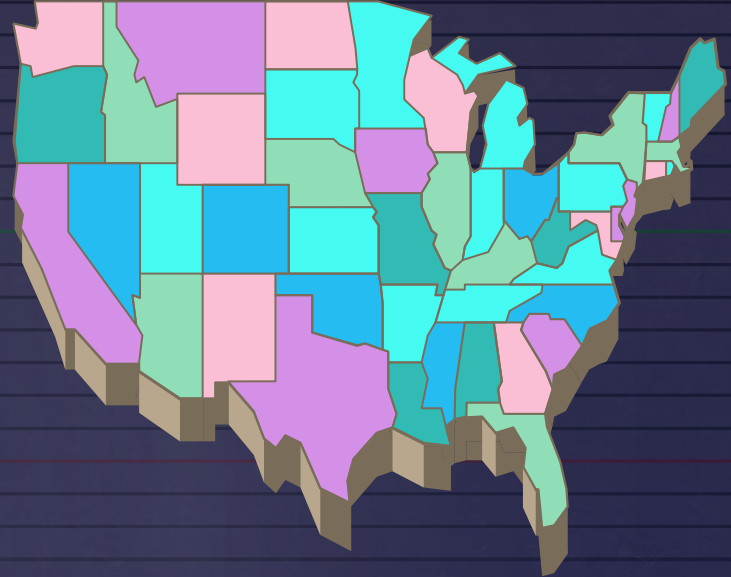
HOW LOCATION IS DECIDED?

- The right region of the country
- The right state in the region
- The right city in the state
- The right site in the city



Choosing the State

- Proximity to markets
- Proximity to needed raw materials
- Wage rates
- Labor supply needs
- Business climate
- Tax rates
- Internet access



Choosing the City

- Population trends
- Competition
- Clustering
- Compatibility with community
- Local laws and regulations



Which factors affect Location decision?

➤ COST

➤ COMPETITION

➤ CONVINIENCE

How the Layout is designed?

- **Layout**– the logical arrangement of the physical facilities of a business that contributes to efficient operations, increased productivity, and higher sales.
- **Study**-Look and feel of employees' work spaces is third most important consideration (after salary and benefits) when deciding whether or not to accept or to quit a job.



External Factors

- Size must be adequate to accommodate business needs.
- Appearance must create the proper image or “personality” for the business in the customer’s eyes.
- Entrances must *invite* customers to come in.
- Create effective window displays and change them often; they can be powerful sales tools.
- Pay attention to the business sign, the most direct method of reaching potential customers.

Building Interiors

- *Ergonomics* is an integral part of any design.
- Proper layout and design pays off in higher productivity, efficiency, or sales.
- Proper lighting is measured by what is ideal for the job being done.
 - Use of natural light can increase retail sales.
- Careful selection of colors can create the desired impressions among customers and employees.
- Appealing to *all* of the customer's senses can boost sales.

Layout Guidelines

- Know your customers buying habits and plan your layout accordingly.
- Display merchandise as attractively as your budget will allow.
- Display complementary items together.
- Recognize the value of floor space; never waste valuable selling space with nonselling functions.

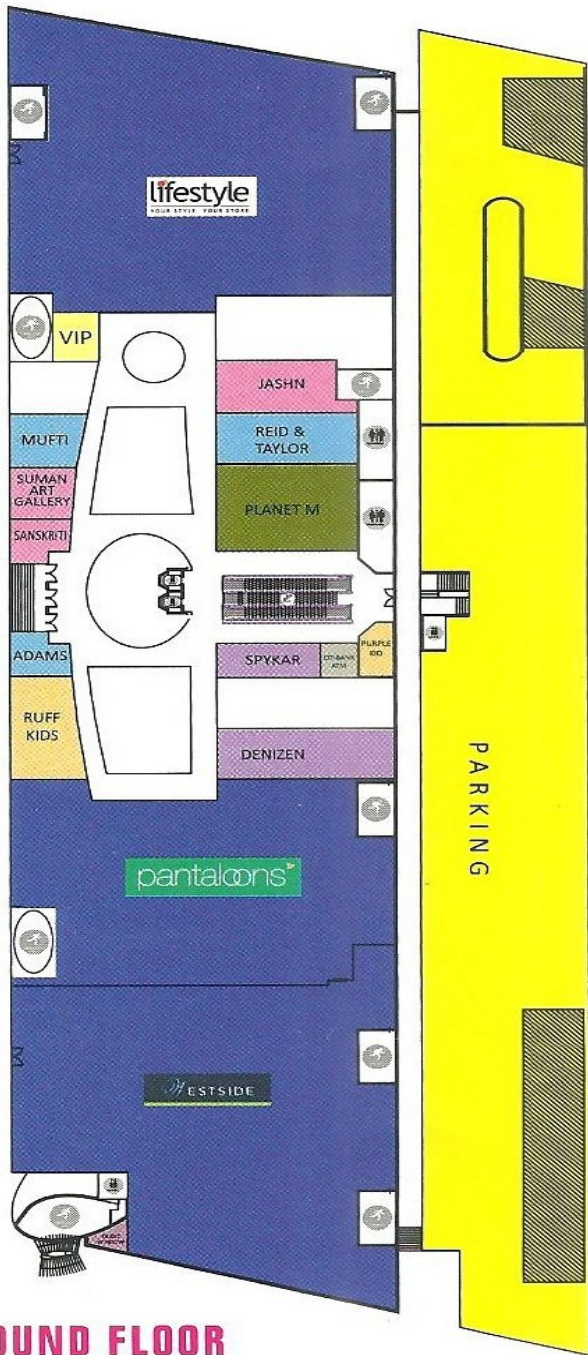
R Mall



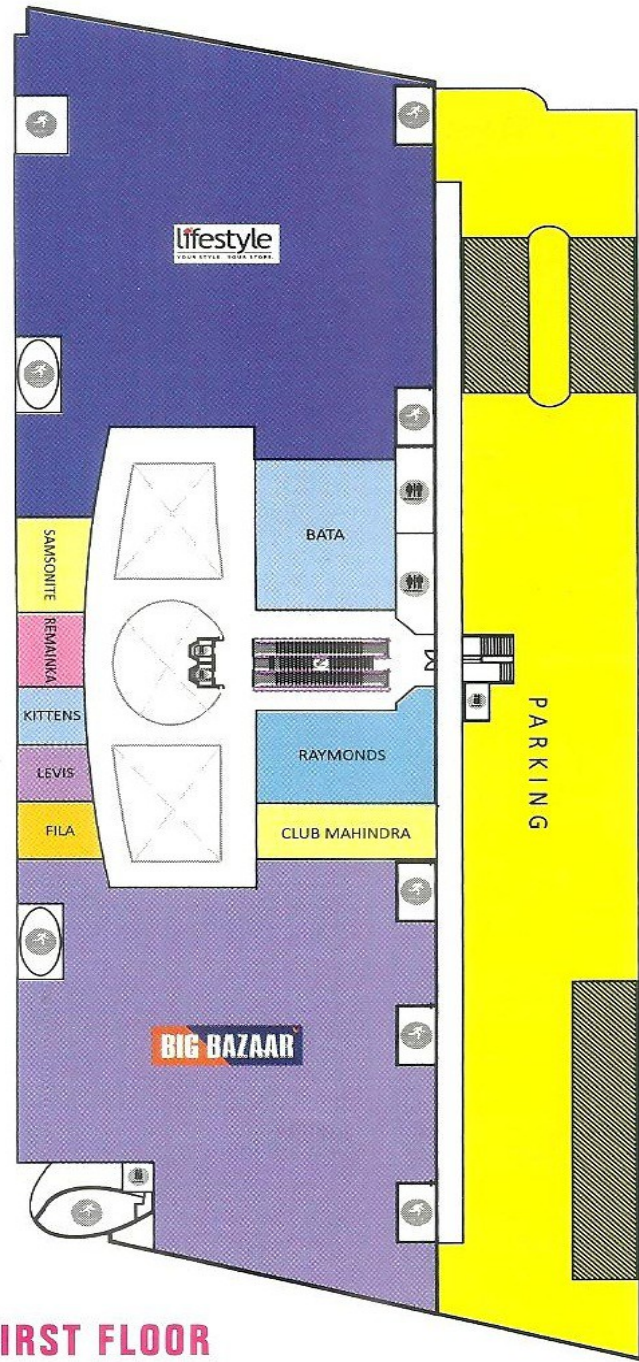
- Location :Mulund
- Opened in : June, 2002.
- Area : 5, 00,000sqft
- Designer :Chapman Taylor & Partners
(U.K.)
- Startup Venture :

Rs. 300Cr

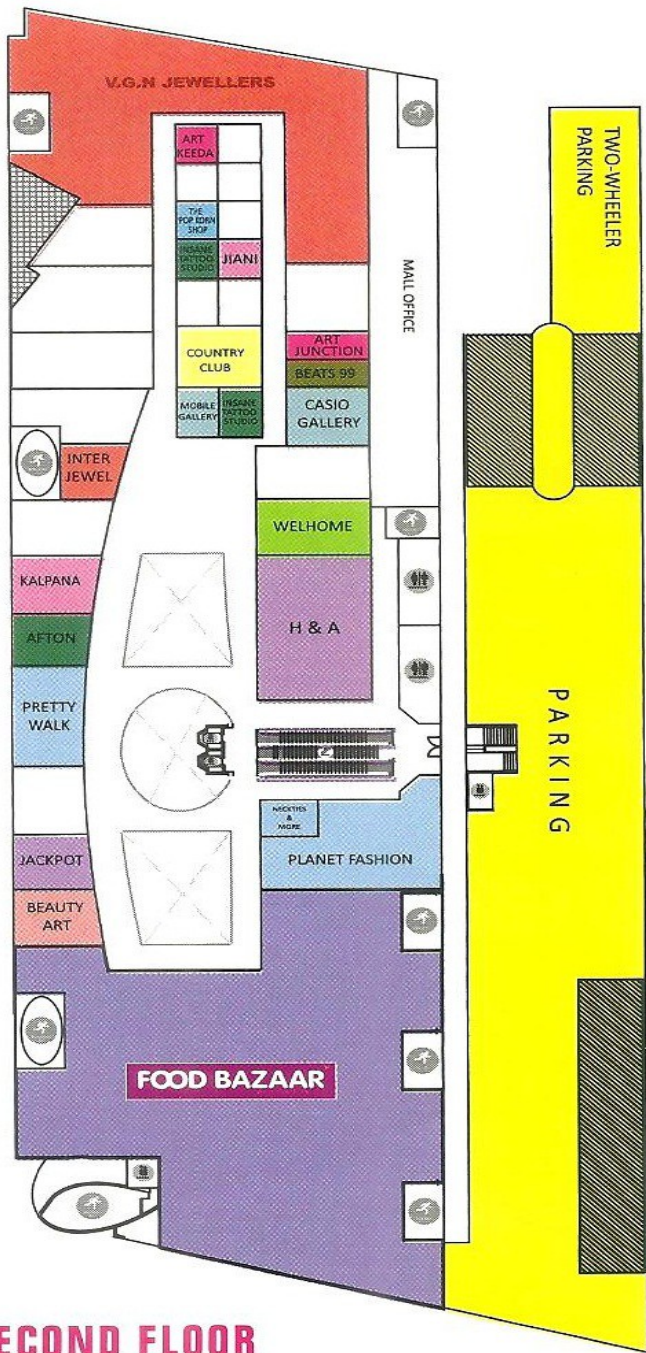




GROUND FLOOR

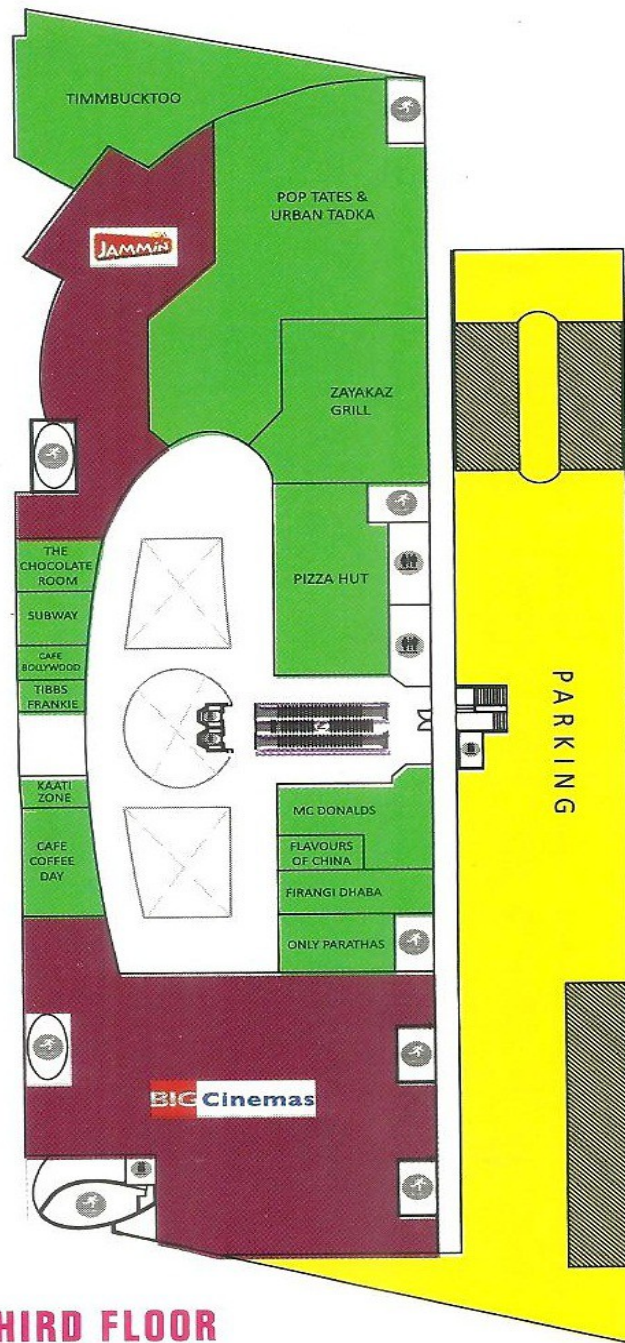


FIRST FLOOR



-  WHEELCHAIR
-  RESTROOM
-  TRASH CAN
-  ELEVATOR
-  FIRST AID
-  ATM
-  TV
-  SECURITY
-  ESCALATOR
-  INFORMATION
-  LOST & FOUND

SECOND FLOOR



-  WHEELCHAIR
-  RESTROOM
-  TRASH CAN
-  ELEVATOR
-  FIRST AID
-  ATM
-  TV
-  SECURITY
-  ESCALATOR
-  INFORMATION
-  LOST & FOUND

THIRD FLOOR

Factors Affecting R mall:

 Cost Factor

 Safety & Security

 Market Related Factor

 Parking Factor

R Mall after Renovation



R MALL AT WALING



R MALL AT WALING



RUNWAL

With you, always...



RUNWAL

With you, always...



KorumMall

➤ Location :Thane

➤ Opened in :September, 2009.

➤ Area :10,00,000sqft

➤ Developed by :KalpataruRetail

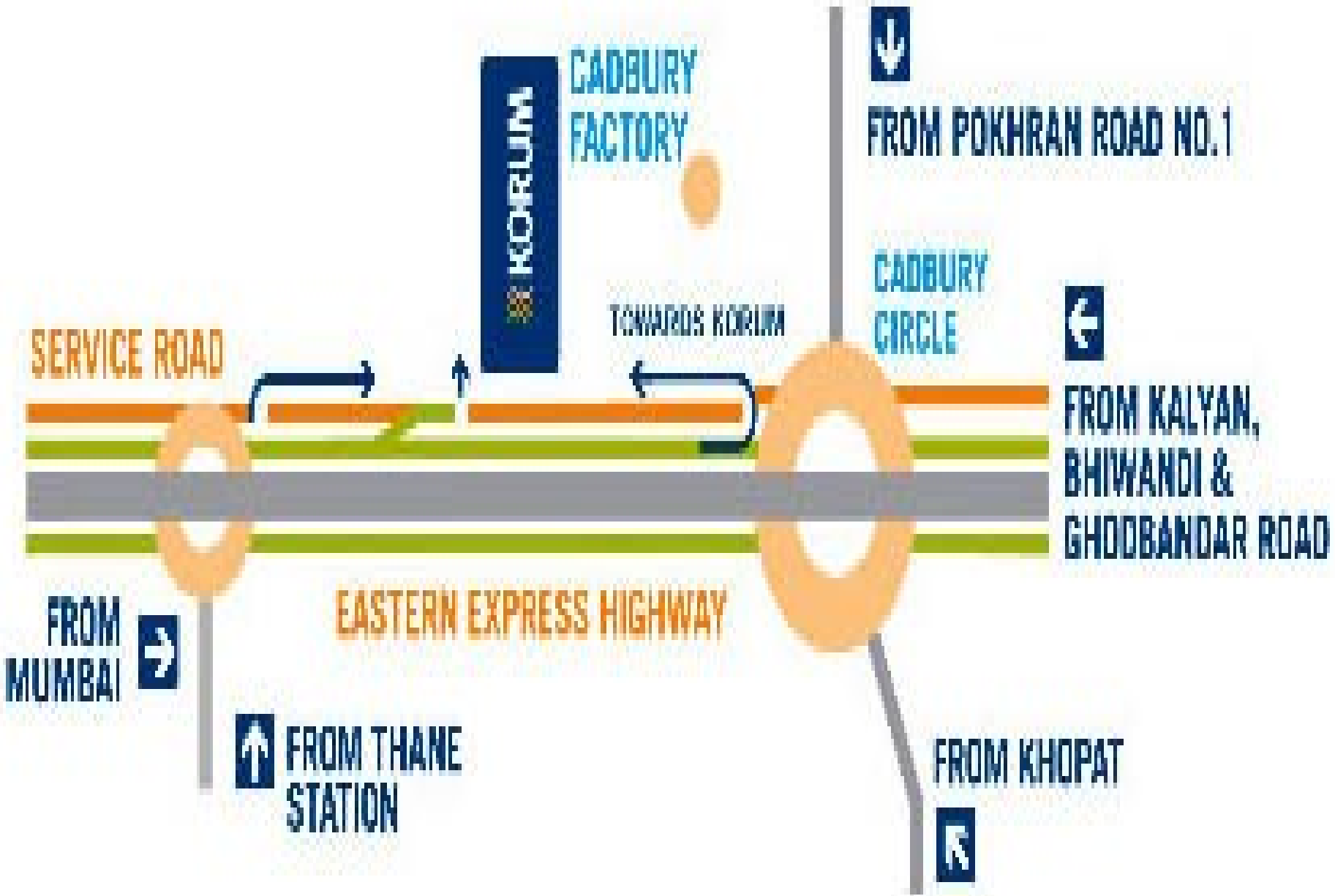
Venture

➤ Startup Venture :

Rs.450Cr



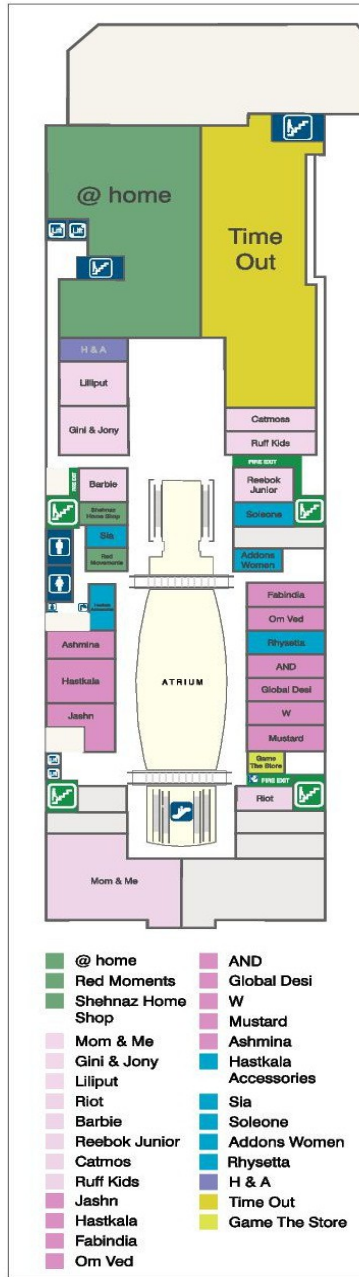
LOCATION LAYOUT (KORUM MALL)



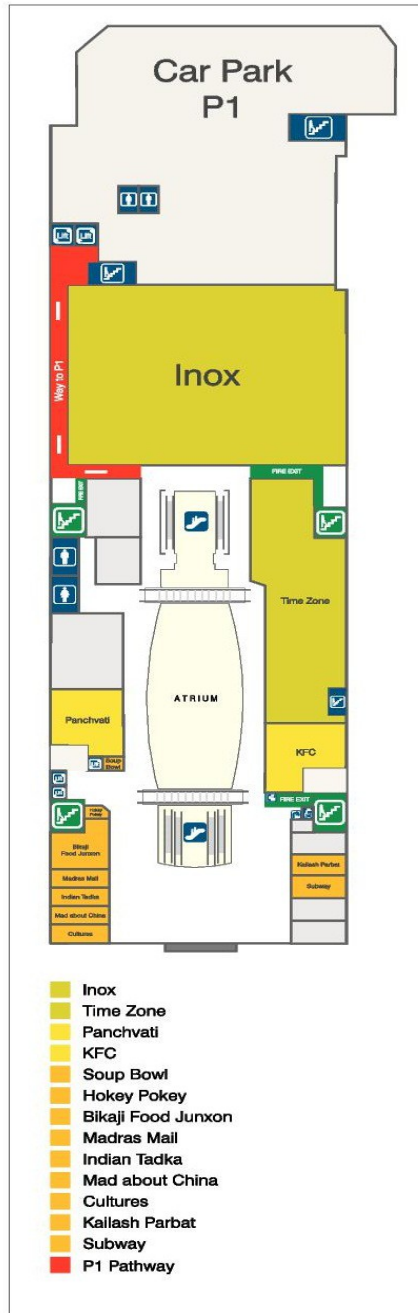
➤ Adapted to the Zoning Concept

1. Lower Ground Floor: Hypermarket
2. Upper Ground Floor: High-end fashion stores (Unisex section)
3. First Floor: Formal wear, Electronics, travel gear & lifestyle accessories for Men
4. Second Floor: Apparels & lifestyle accessories for women & children
5. Third Floor: 4-screen multiplex, food court & gaming zone
6. Fourth Floor: Fine dining area

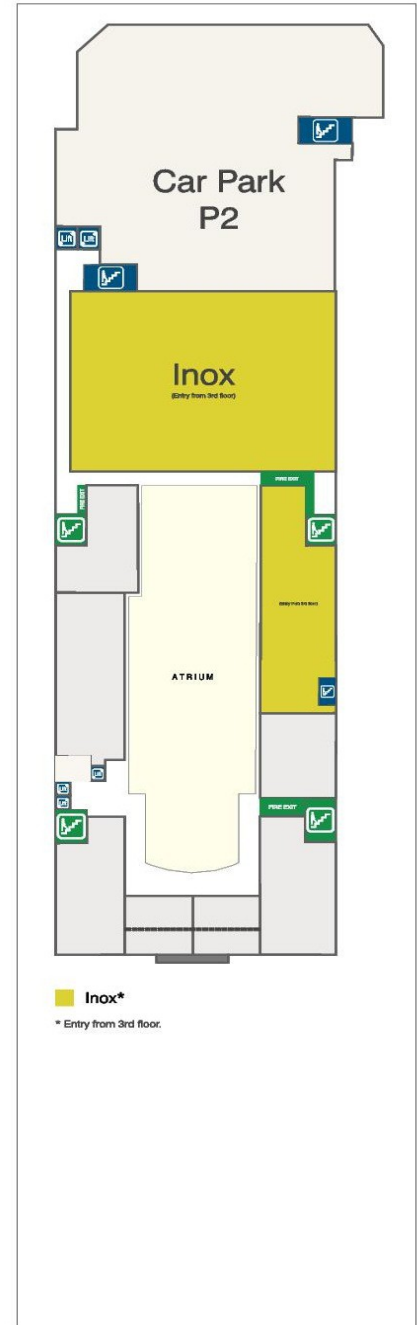
2



3



4



UNIQUE SELLING PROPOSITION (USP)

- 20,000sq. ft. atrium which gives shoppers a distinct visual impression, right at the entrance.
- Parking Facility
- Lifts&Escalators
- International Brands
- Sewerageand solid wastedisposal
- Multi cuisine Food Court

OBSERVATION

PARAMETERS	R - MALL	KORUM MALL
Realtors	RunwalDevelopersPvt.Ltd	KalpataruRetail VenturesPvtLtd
Location	Mulund	Thane
Areaof Mall	5,00,000 sqft	10,00,000sqft(approx)
Opening Year	2002	2009
Investmentcost	300crs	550crs
Facilities	Good	Excellent
Shops(international brands)	Less	More
Maintenance	Good [#]	Excellent [#]
Visitors	3000 /3hrs*	5000/3hrs*
Usable Space	Less	More
Special Achievements	None to thecredits	Threeprestigious awards fromAsia Retail Congress, VMRD, CNBC

THANK YOU