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LOCATION AND LAYOUT

INTRODUCTIION

LOCATION- Location decision are not made lightly .On the contrary, they usually involve long and costly studies of alternative location before the eventual site is selected. Those who have been through several of these location studies generally conclude that there is no clear – cut best location , but rather that there are several good locations . If one site is clearly superior to all other s in all respects, the location decision is an easy one.

Typically, however, several site candidates, each with its strengths and weaknesses, emerge as good choices; and the location decision becomes a trade- off decision: you can gain one type of benefit only by giving up another. These trade-off decisions among sites can be agonizing and are usually resolved only after long and careful weighing of the pros and cons of each location.

FACTORS AFFECTING LOCATION DECISION

Selecting a location involves a sequence of decisions. It includes a national decision, a regional decision, a community decision, and a site decision.

The community decision has some additional factors affecting the location choice. Community services and taxes, attitudes and incentives toward new facility locations, availability and costs of sites, environmental impact, and management are important inputs in deciding among communities. Finally, once a community has been selected, a site within that community must be chosen. Some additional factors emerge in site selection: size and cost of each site. Proximity to transportation systems.

FACILITIES AND THEIR DOMINANT LOCATION FACTORS

Trading facilities and customer services for profit are located near concentrations of target customers. The studies of these facility locations typically involve the identification of target customer residential concentrations, traffic data on nearby streets, growth trends of communities and suburbs, discretionary spending level of nearby neighborhoods, and other demographic information.

Market research must be performed to determine target customer characteristics. When large concentration of target customers are identified, alternative location near these concentrations can be considered. Traffic patterns, local spending and income data, competition, and projected growth trends are estimated for each location . Revenue and operating costs are projected for each location.

LAYOUT-

layout must ordinarily provide for easy entrance to these properties from freeways and busy thoroughfares. And large, well –organized, and amply lighted parking areas or garages are typically provided. Additionally, these facilities usually have wide, well – designed walkways to carry people to and from the parking areas. Entryways and exits are typically well marked, conveniently located, and designed to accommodate large numbers of customers during peak hours. Powered doors and escalators are often provided to ease the physical effort of opening doors and climbing stairs when armloads of merchandise must be transported. Lobbies or other receiving or

holding areas for customers, customer waiting lines, service counters, cash registers, employee workstations, merchandise displays, aiseways, and attractive décor and lighting must be provided.

Layout and flow are the most important within the general area design in operations management. This is because the way facilities are positioned relative to each other has an important effect on so many aspects of operations. First, it affects the total distance travelled by materials, information or customers as they move through the operation. Generally, layouts try and minimize distance travelled. Second, layout can affect quality. If materials or information or customers are continually being passed from one part of the operation to another there will be many points at which damage (or annoyance) can occur. Third, layout will affect throughput time. The further the distance travelled, the longer it takes to get through the operation. Fourth, layout can affect how much space is necessary for the operation. Space costs money. Consider a financial services operation in a high cost location such London. Every square meter is important so a compact layout can save costs.

CELLULAR LAYOUT AND GROUP TECHNOLOGY

Primarily this type of layout is an attempt to reduce the complexity of process layouts. It divides transforming resource up into small clusters which can be used to act upon different products or product groups. Within each cell layout can be almost identical to product layout. More U –shaped production lines that allow more interaction and job rotation of workers, and more open areas with fewer walls and clear views of adjacent workstation.

- 1) In a cell layout, the transformed resources entering the operation move into a cell in which all the transforming resources it requires in located.
- 2) After being processed in the cell, the transformed resource may move to a different cell in the operation or it may be a finished product or service.
- 3) Each cell may be arranged in either a process or product layout.
- 4) The cell type layout attempts to bring order to the complex flow seen in a process layout.

Location & Layout

⇒ R mall (Mulund – West)



Introduction:-R Mall is a mall which is located in **Mulund & Thane** a suburb of Mumbai, India was opened in **June, 2002** which has around **5, 00,000 sq ft area**. It is centrally located or we can say it's **Area Centric** in nature. Mall is with a **frontage of 700 ft**. It was designed by **Chapman Taylor & Partners (U.K.)** R mall is a **4-storeyed air conditioned** mall covering an area of approximately **80,000 sq ft** on each floor. The site includes a **6 level car parking facility**.

Address of R mall is **Level 3, L.B.S Marg, Mulund (W), Mumbai, and MH 400080**. It comprises of **4 Screen Multiplexes**. It was the **first mall concept** to be launched in **Mumbai suburbs**.

It connects **Western Central & suburbs to Eastern Expressway**. It's near to **Mulund Station & Thane Checknaka** also. **Actual investment** to startup this venture was **Rs. 300 Crores**. Average no. of customers visiting R mall throughout are around **15,000 customers**.



Factors Affecting R mall:

1 Cost Factors – Electricity, Tariff Cost, Property Tax, Infrastructure Maintenance Cost.

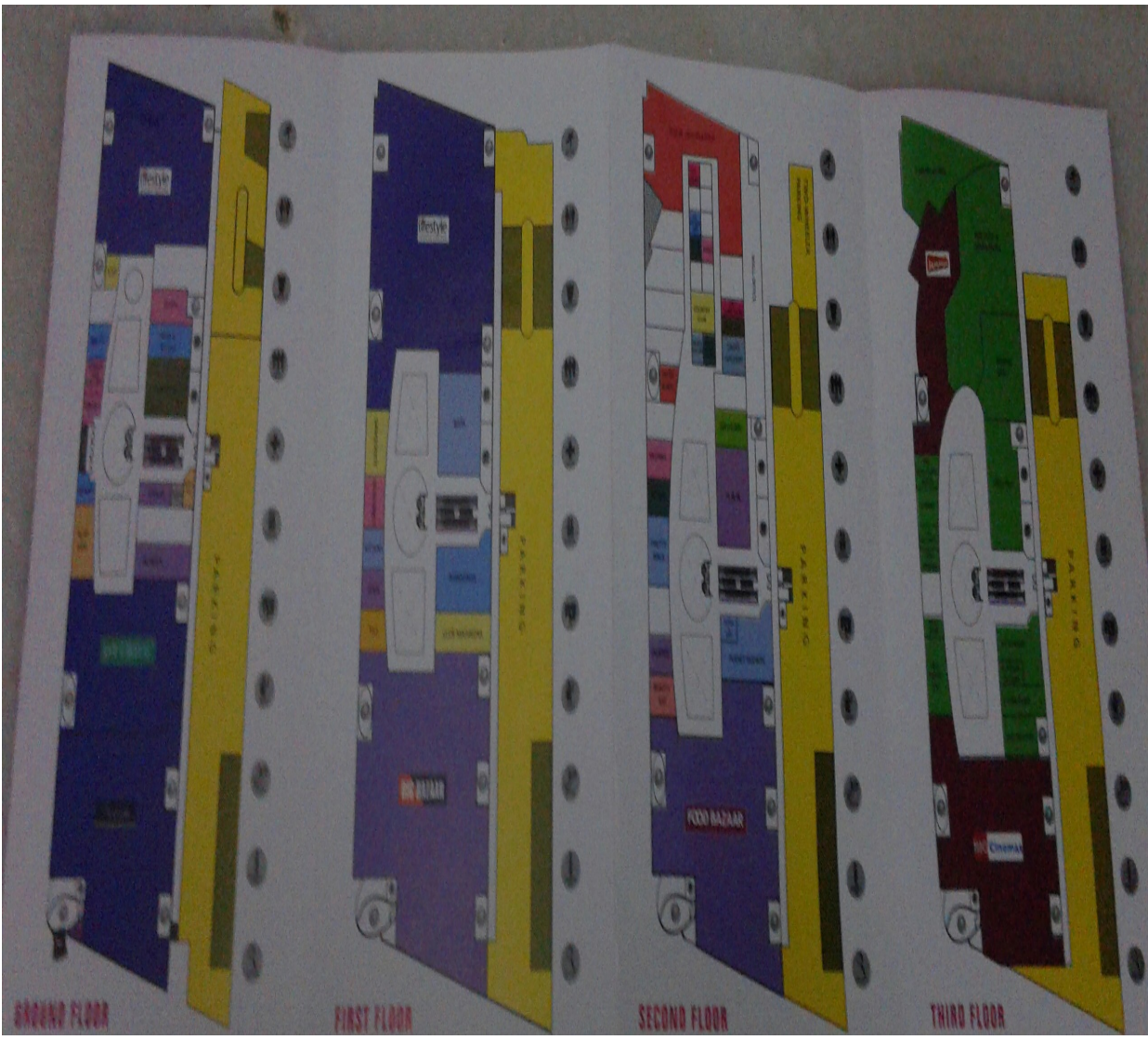
2. Safety & Security Factors – Security is maintained at every floor, even CCTV cameras are maintained at every floor. Fire extinguishers precautions & fire safety measures are taken at every level of the mall. First aid boxes are also kept at all the stores & in case of any emergency hospitals & ambulance & other emergency services are also made available here. Liftmen also take safety measures for visitors traveling through lift at different floors. For example, if someone wants to enter pantaloone store or likewise any other store for some purchase so for safety of mall as well as customers safety also there are Baggage Counters before entering the store in the mall.

3. Market related Factors – Since last 10 years, there is an increase in malls in surrounding i.e. around 10 new malls have come up. That too those malls are unorganized malls. Attracting customers by offering them with great brands like Westside, Pantaloons, The Raymond shop, Reid & Taylor, etc. Brand/ Retail Mix are there wherein this mall is attracting more no. of customers.

4. Parking Factors – Specialty of parking for this mall is it has Multilayer Parking, i.e. 6 levels of parking & from every floor there is an entry into mall. Car parking accommodates around 600 cars & 600 bikes. Traffic controllers are there at every level.

R Mall after renovation





Outlets:-

Total no. of Outlets for R mall is 79 units.

All stores in R mall:-

AZZARO	JASHN
BATA	LEVIS DENIZEN
BAGGIT	LEVIS
BLACKBERRY'S	LAVIE
BRUNO MANETI	L'OREAL PARIS
CROMA-THE ELECTRONICS MEGASTORE	UNITED COLOURS OF BENETTON
DAVIDOFF	MAX
FILA	MAYBELLINE NETWORK
GILI	MOCHI
HIDESIGN	NAKSHATRA
PROVOGUE	PLANET FASHION
PIERRE CARDIN	REID & TAYLOR
RELIANCE DIGITAL	REMANIKA
TOMMY HILFIGER	THE RAYMOND SHOP
WESTSIDE	MUFTI

Korum Mall

The mall located in Thane city, off the eastern express highway, and spread over half a million square feet. The grand atrium covers 25000 sqft. The mall has 20000 square feet (1900 m²) hobby and leisure store, a 70000 sqft Hypermarket, a 15000 square feet (1400 m²) family entertainment centre, a four screen Inox multiplex with a seating capacity of over 1000 seats, a food court that can seat 550 people, and basement parking as well as a separate car park building can park up to 1100 cars and 700 two wheelers

Over 100 of brands under one roof .Korum Thane offers a great shopping experience ranging from men's , women's fashion and accessories, lifestyle , electronics, hyper market , multi-cuisine food court and fine dining. KORUM Mall is managed by a team of committed and experienced Retail and Shopping Centre professionals. They are not only dedicated to the customer's needs but are also updated and upgraded in the field of retail support, facility management, loss prevention, engineering, finance and marketing.

KORUM has adapted to the zoning concept where every floor of the mall caters to pre-defined categories.

- o Lower Ground Floor: Hypermarket
- o Upper Ground Floor: High-end fashion stores (Unisex section)
- o First Floor: Formal wear, Electronics, travel gear & lifestyle accessories for Men
- o Second Floor: Apparels & lifestyle accessories for women & children

- o Third Floor: 4-screen multiplex, food court & gaming zone
- o Fourth Floor: Fine dining area

Awards :

- 7th Asia Retail Congress-Emerging Retailer of the Year(real estate)
- VMRD merit award for Design and architecture(shopping malls and arcades)
- CNBC-Asia Pacific Commercial Property Award 2009 for best Retail Development

Address- Mangal Pandey road, near Cadbury junction eastern express highway, Thane (w).



