



SNS College of Technology

Coimbatore - 35



19BAE720 –MALL MANAGEMENT & INTERNATIONAL RETAILING

UNIT-V:-Mall management; Types of various retail formats - Concepts in mall designing mall performance. Factors influencing Malls establishments - Statistical methods used in measuring International Retailing: Definition, Motives, Classification & Methods

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Guess Your Topic....



MALL MANAGEMENT:


Mall Management Defined

Mall management is defined as an overall operation a maintenance of the entire building infrastructure, including t services and utilities, ensuring that they are used in a way that a consistent with the purpose for which it was acquired.

Mall management encompasses operations, facilities managemen security, accounts, common area maintenance, marketing, leasi and all the other functions even remotely related to a mall.



International Retailing

- Retail internationalization is the transfer of retail operations outside the home market. It involves  international transfer of retail concept, management skills, technology and even the buying function.





COMPONENTS OF MALL MANAGEMENT:

- Positioning
- Zoning
- Promotions and marketing
- Facility management
- Finance management



COMPONENTS OF MALL MANAGEMENT:

1) Positioning

- Mall positioning is determined after a detailed survey of households in the area where mall is going to be located.
- Mall Positioning also refers to the location of the shopping mall which is determined by the access via road, good visibility

2) Zoning:

- Zoning refers to the division of mall space into various zones for the placement of various retailers.
- Allows the smooth movement of shoppers in the mall, avoiding clusters and bottlenecks.
- Attracting buyers of both type



COMPONENTS OF MALL MANAGEMENT:

3) Promotions and Marketing:

- Promotional events that help promote brands are an essential part of mall management.
- Most effective promotional models include celebrity visits, food festivals and talk shows.
- Various national and international

COMPONENTS OF MALL MANAGEMENT

3) Finance Management:

Financial management of a mall involves monitoring and controlling of various issues such as:

- Cash receipts and collection of income including rentals, service charges, car park receipts, electricity and other utility income.
- Developing accounting systems to track the ageing of debts, payment delay patterns.

4) Facility Management:

- Facility management provide specialized services to malls ranging from parking, security, to housekeeping and cash management
- Facility Management handle electro mechanical services like and suppression and fire detection, access control, power management, water management plumbing, Supply Chain, Marketing Research, Logistics and Design etc.

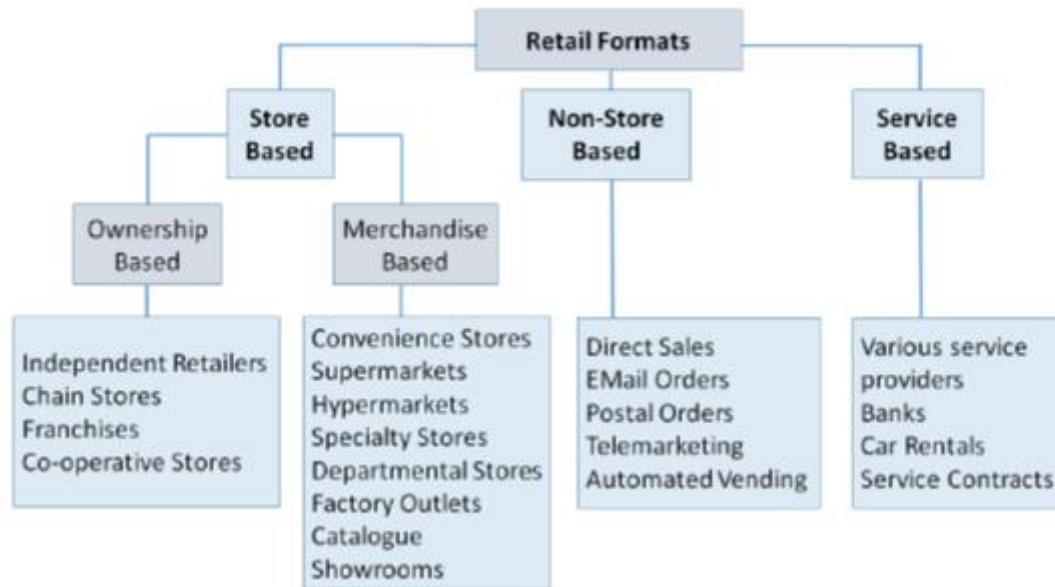


RETAIL FORMATE:

- **The retail format (also known as the retail formula) influences the consumer's store choice and addresses the consumer's expectations. At its most basic level, a retail format is a simple marketplace, that is; a location where goods and services are exchanged. In some parts of the world, the retail sector is still dominated by small family-run stores, but large retail chains are increasingly dominating the sector, because they can exert considerable buying power and pass on the savings in the form of lower prices.**
- **Many of these large retail chains also produce their own private labels which compete alongside manufacturer brands. Considerable consolidation of retail stores has changed the retail landscape, transferring power away from wholesalers and into the hands of the large retail chains.**
- **In Britain and Europe, the retail sale of goods is designated as a service activity. The European Service Directive applies to all retail trade including periodic markets, street traders and peddlers.**



RETAIL FORMATS:





Store Based:

STORE BASED RETAILERS

- These types of retailers operate from fixed location
- Designed and located to attract high volume of consumers
- Also known as Brick and mortar stores they offer a wide variety of merchandise
- These can be further classified on the basis of:
 1. Ownership
 2. Type of merchandise





Ownership:

1. Independent retailer:

An independent retailer is someone who is completely responsible for his or her own business. The retailer owns or has bought an independent store and has built the business from the ground up by assessing all needs of the store, which can include staffing, marketing, merchandising, sales,



2.Chain stores retailers:

Chain stores are defined as a type of retail organization that is composed of more than one retail store, and it is owned and operated by a single management company. It is an outlet that is characterized by several locations that share a brand with centralized management along with standard business practices.



3.Franching Retail:

Retail franchising is a business model in which an individual or business, referred to as a franchisor, grants a license to another individual or business, referred to as a franchisee, to use its trademarked products, services, and brand



4.CooperativeRetailers:

cooperative, a retailer-owned cooperative pools the resources of individual store owners in a collective partnership. The local owners serve their communities, participate in the co-op's decision-making and benefit from the organization's success.





Merchandise based:

CONVENIENCE STORES

- Individually run small stores located near residential areas
- Target smaller section of the society by providing limited selection of products
- Convenience is offered in the form of quick shopping, fast check outs, credit facility, home delivery etc.
- Open long hours for seven days a week
- Operate in 3000-8000 sq.ft.
- Sell essential products like bread, milk, juices, grocery products etc.

SUPER MARKETS

- A self service store which deals in deep assortments of food & household goods
- Central check out facilities
- Wide selection of nationally advertised brands and convenient parking products at reasonable prices
- Usually located in or near primary or secondary shopping areas where parking facilities are available
- Examples: Food Bazaar, Food world

DEPARTMENTAL STORES

- Fixed price general merchandisers that sell hard goods, soft goods, and home furnishings to consumers under one roof
- Unique feature of the departmental store is that goods are divided into different classes with different locations (departments) and management within the store
- Along with products they focus on providing services like reading room, rest room, home delivery, etc
- They target moderate income consumers
- Some departmental stores carry selective product line instead of general.
- For instance, while Sears carries a wide range of products from hardware to cosmetics, Nordstrom focuses their products on clothing and personal care products.



Non based :

WHAT IS NON-STORE RETAILING?

- Non-store retailing is a form of retailing in which sales are made to consumers without using physical stores.
- The non-store retailers are known by medium they use to communicate with their customers, such as direct marketing, direct selling and vending machines or e-tailing.

WHO ARE THE CUSTOMERS?

- Non store retailing is patronized to time conscious consumers and consumers who can't easily go to stores, or compulsive buyers.
- Most non-store retailers offer consumers the convenience of buying 24 hours a day seven days a week and delivery at location and time of their choice.



Non based:

TELESHOPPING.

- In this form of direct marketing the product is advertised on television, details about the product features, price and things like guarantee/warranty are explained.
- Phone numbers are provided for each city, where the buyer can call in a place the order for the product. The products are then home delivered.



-MAIL MARKETING.

E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing.





Service based:

Customer Retail Service

Customer service should be given utmost attention, its a company's rise or down fall. Give your customer a service that is highly personalize and let them feel that they are valuable to you. After all, you will not be in that business without them.





Classification & Methods of INTERNATIONAL RETAILING:

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Classification of Retail Formats

Store Based Retailing

Forms of ownership

- Independent Retailer
- Chain Retailer
- Franchise
- Leased
- Consumer Co-operative

Merchandise Offered

- Convenience Store
- Super Market
- Hypermarket
- Specialty Stores
- Departmental Store
- Off-price Retailer

Non-Store Retailing

- Direct Selling
- Mail Order
- Tele Marketing
- Automated Vending

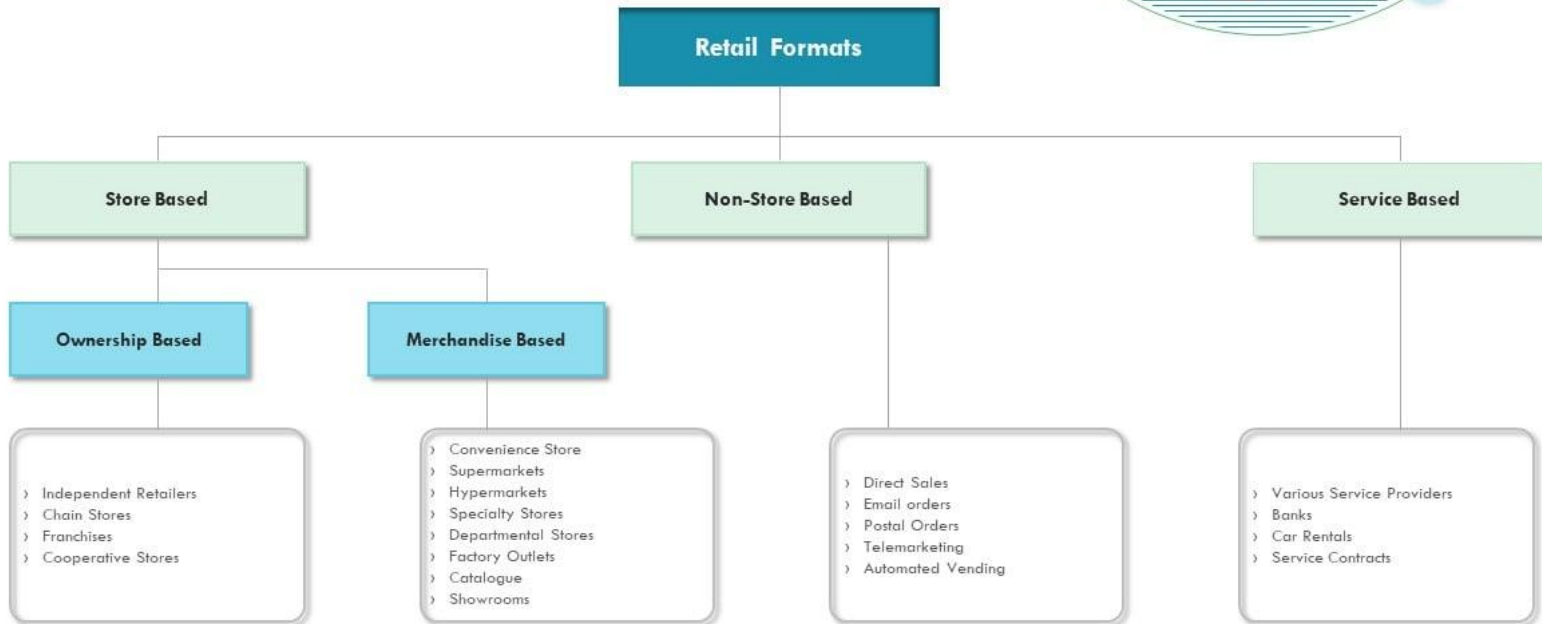
Service Retailing

- Banks
- Car Rentals
- Other Services



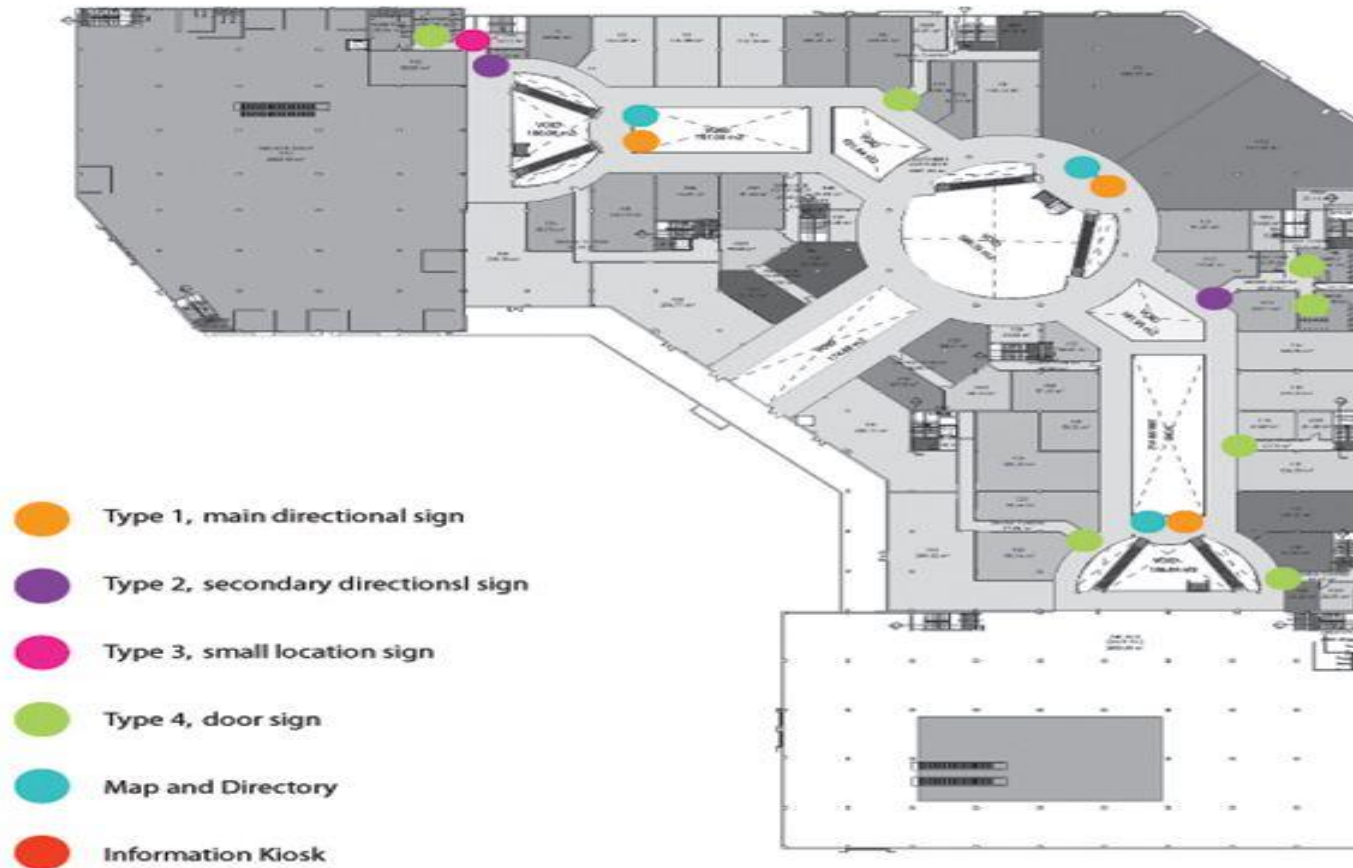
TYPES OF RETAIL FORMATES:

Types of Retail Formates





CONCEPT IN MALL DESIGN:





CONCEPT IN MALL PERFORMANCE:

Definition of Performance Management

According to Armstrong and Baron (1998), Performance Management is both a strategic and an integrated approach to delivering successful results in organizations by improving the performance and developing the capabilities of teams and individuals.

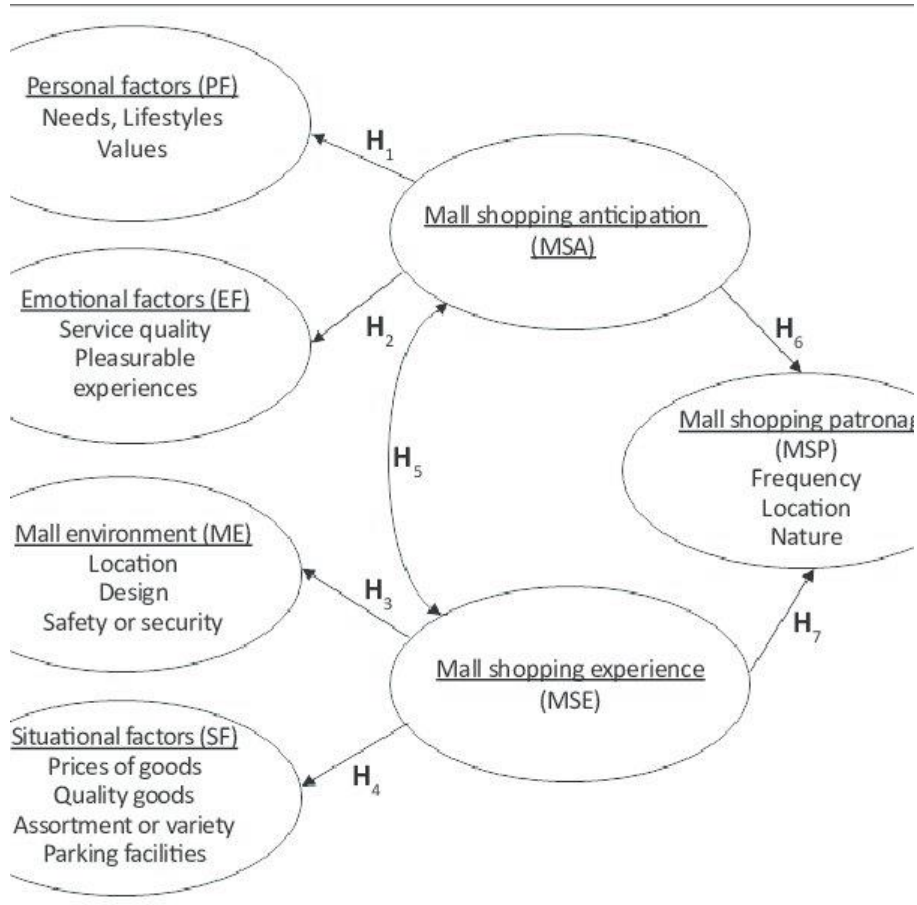
The term performance management gained its popularity in early 1980's when total quality management programs received utmost importance for achievement of superior standards and quality performance

CONCEPT IN MALL PERFORMANCE:





Factors influencing Malls establishments





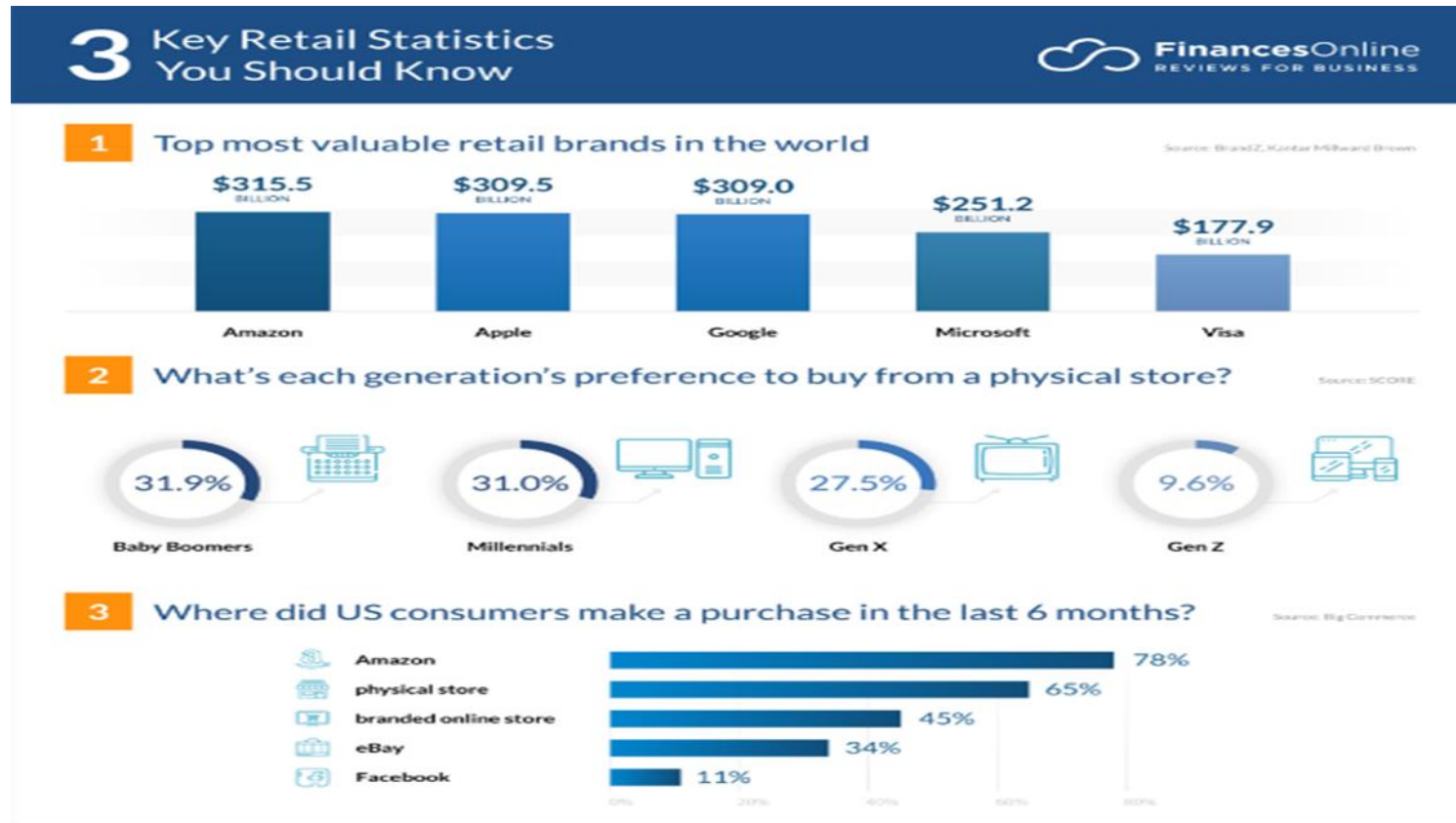
Statistical methods used in measuring International Retailing:

International Retailing

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Statistical methods used in measuring International Retailing:





REFERENCES

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