

Shopping Centre News



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DEVELOPER

"MALL DEVELOPERS SHOULD FOLLOW A SCATTERED APPROACH RATHER THAN CLUSTERED"

Paresh Mishra, CEO-Malls, Runwal Group, talks about the recipe of a successful mall management business and the future of retail real estate industry

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THE RECIPE FOR A SUCCESSFUL MALL

Managing a complex entity such as malls is not easy. Mall owners should take into consideration the needs of all the stakeholders including customers, retailers, employees and statutory bodies

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The correct valuation will not only help them raise the funds easily but also save the mall slip deeper into malaise and disinterest of the stakeholders

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PERSPECTIVE

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It is critical to have a well thought-out mall management strategy and the first step to address this urgent need is to understand the factors that determine mall management

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Go Local, Not Identical

In today's competitive world where most of the malls house similar tenants, what would differentiate one from the other? The answer lies in localising the mall in tune with the local needs and preferences of the catchment. This becomes all the more important as today's consumer owes no loyalty for a shopping centre unless it meets her high expectations and has something unique to offer

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