

The recent failure of retail malls in some parts of the country have highlighted the fact that there are several gaps in the existing system. Unless these gaps are addressed, it will be hard to create a successful business model in the long term. This has thrown up business opportunities for a company like **Beyond Squarefeet**. The Mumbai-based firm provides end-to-end solutions from mall conceptualisation to mall management. "Most malls don't exhibit the required proficiency in terms of designing, zoning, tenant mix and other crucial aspects for successful retailing. It is high time that



developers understand these issues and try to address them in a systematic manner," says **Susil**

Dungarwal, chief mall mechanic, Beyond Squarefeet. In its 10 months of existence, the company has invoked encouraging response among developers. It has been involved in 30 million sq ft of mall development in various parts of the country. It has recently signed up for the only mall project in Lonavala, Maharashtra, by Dhanalakshmi Builders. Other key projects managed by the company are Forum malls in Bangalore, Mangalore, Chennai, Hyderabad and Kochi, as well as DLF Emporio, DLF Malls, Shoppers Stop, Haiko Supermarket, The Loot, Bed Bath & Beyond, etc. ♦