

# Beyond Squarefeet to help Malls perform and profit

**MUMBAI :** Beyond Squarefeet (BSF) has bagged Neptune Group's Magnet Mall project. With extensive "hands-on" experience in Retail & Mall development sector, Beyond Squarefeet will use its expertise in developing Magnet Mall into a popular and profitable hyper mall.

BSF will advise the group on the right tenant mix, trade mix, circulation, tenant fitment besides providing assistance and advise on the marketing and zoning of the mall.

Beyond Squarefeet Advisory, a first-of-its-kind unique boutique Mall advisory firm which provides end-to-end solutions in the specialized areas of Mall conceptualization to Mall Management, is set to advise the mall development sector.

It aims to encompass performance and enhancing profitability as most malls have failed on account of poor mall management, wrong positioning or incorrect value propositions.

All that is set to change with Beyond Squarefeet Advisory ready to guide Mall developers and manage the entire spectrum of any Mall project including Mall Conceptualization, Mall Positioning, Mall Marketing & Leasing, Asset & Facility Management, Mall management and Mall Re-orientation.

Says Susil S. Dugarwal, Founder and Chief Mall mechanic, Beyond Squarefeet Advisory Pvt. Ltd., "Beyond Squarefeet™ has been associated with some of India's most successful Retail & Mall projects as key team members, playing a decisive role in creating benchmarks in the world of Indian retail.

The team has a vision to transform the Mall scenario into an international and memorable experience for the shoppers. And with the Neptune Group entrusting Magnet Malls to us, we are set to create waves and change the way malls will be perceived henceforth."

Beyond Squarefeet™ preferably comes at a green field or brown field stage in Retail / Mall development & takes it to the operations level & beyond. Acting as more of an "In-house Advisory Team" to the Developer / investor, than a bunch of Consultants, they look to enable clients to look beyond just rentals.

Magnet Mall is spread over 10,56,000 sq ft. in Bhandup, with a ten screen multiplex and Mumbai's biggest food court. Capitalising on this area, Beyond Squarefeet is set to reorient the marketing, to fit in with the positioning of the mall.

Magnet Mall would be the first in Mumbai to have a huge floor plate of about 250,000 sq. ft., 100% power back-up and multi level parking facilities. Slated to open in mid 2010, Magnet Mall already has METRO, a cash and carry hypermarket chain from Germany. Magnet Mall would be the first on this large a scale, and Beyond Squarefeet will guide the Neptune Group in marketing the space in the mall, apart from the mall itself.



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