

Beyond Squarefeet set to enhance the performance/profitability of the Mall Development Sector of India

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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 bench marks 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.

He further added, *“The location and design of Magnet Mall provides the perfect canvas to create the ultimate shopping experience for the educated shopper. The carefully designated places for the food court and the brand showrooms will act as retail therapy. Magnet Mall has provided us with the ideal platform to illustrate that with Mall Management, we are geared to create a revolution in the way malls will be managed from here on.”*

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. Beyond Squarefeet will also use its expertise to devise and implement the marketing of Magnet Mall, while simultaneously assisting the Neptune Group in the zoning of the mall, deciding the tenant mix, trade mix, circulation, tenant filament analysis and more. Magnet Mall will also have amenities like a

l multi-cuisine court, and even fine dining restaurants,
s.

Says Mr. Nayan Bheda, CMD, Neptune Group, *ö With respect to the current structure of the market, and the retail industry in India, malls are slated to expand at an unprecedented growth. While consumers are spoilt for choice, real quality malls still need to be delivered. And it is with this in mind that we have engaged the best in the business – Beyond Squarefeet, to consult with, and deliver an unparalleled shopping experience to our consumer.ö*

Magnet Mall would be the first in Mumbai to have a huge floor plate of about 250,000 sq. ft., 100% power backup 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 Squarefee t will guide the Neptune Group in marketing the space in the mall, apart from the mall itself.

Notes to Editor

About Neptune Group:

Neptune Group are first generation entrepreneurs, who ventured into the real estate business in 2002. In a short span of seven years, they have established themselves to be synonymous with quality and innovative projects. The group has developed projects in the residential, commercial, retail, IT Park and other spaces, totaling to about 3 million square feet. Geographically, the Neptune Group is spread across West and South India with Key Land in Mumbai.

About Beyond Squarefeet Advisory Pvt. Ltd. â€:

Indiaâ€™s first boutique Mall advisory company which provides end-to-end solutions in the specialized areas of Mall conceptualization to Mall Management, with extensive öhands-onö experience in Retail & Mall development. They also focus on Mall Conceptualisation, Mall Positioning, Mall Marketing & Leasing, Facility & Mall management, Mall Re-orientation, The Team, over the last few years has been associated/ has worked closely with many industry leaders like, DLF Group, Ansal API, Hiranandani Group, K. Raheja Corp, Prestige Group, UB Group, Emaar MGF, Ishanya, and many more. The professional team of Beyond Squarefeetâ€ has managed Mall Development & Operations of more than 30 million sq. ft. (3 Crore sq.ft), spread in various parts of the country.

Some of the Key projects / Malls / Retail Chains managed by our team are Forum Malls (Bangalore, Chennai, Mangalore, Hyderabad, Cochin) , Eva Mall, Forum Retail Park, Ishanya, Mall of Goa, UB City Mall, Bergamo, DLF Emporio, DLF Malls, Gold Souk, Big Kids Kemp, Shoppers Stop, Haiko Supermarket, Macyâ€™s, The Loft, Culture Shop, The Loot, Bloomingdales, Bed Bath & Beyond, and many more.