



Mall Re-Opening Dossier Post COVID-19

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About Beyond Squarefeet®

Beyond Squarefeet® is India's premier Shopping Mall Specialist Company, which provides end-to-end solutions from Mall Conceptualization to Mall Management. Specializing in handholding Mall Developers, we come with extensive "hands-on" experience in Retail & Mall development. Having been a Retailer & Mall developer, we understand the gap, need & requirements to develop a successful Mall.

Professional approach, along with passion to excel, has helped us achieve a niche in the market. Beyond Squarefeet has been recognized in the market to take-up challenging Mall projects & drive them to success. The Malls we have been associated were at various stages of development either at a green field or brown field stage, across metros, tier I & tier II towns.

Since our inception in 2009, we have been managing various aspects of Mall Development & Mall Management with many prestigious projects. The professional team of over 100 professionals at Beyond Squarefeet™ has managed Mall Development & Operations of more than 40 million sq. ft. spread in various parts of **India, Iran, Nepal, Nigeria, Qatar & Oman.**

We have been associated with various successful & benchmark projects Such as *DLF - Mall of India, Lulu Mall, TATA Group, Logix City Center, Omaxe Connaught Place, Utkal Galleria, Novelty Mall, Capital Mall, Supertech Malls, Gokulam Galleria*, and many more. Each Mall of Beyond Squarefeet is an outcome of personalized & passionate involvement of the key Management of the Company.

We are more of an *"In-house Advisory Team"* to the Developer / investor, than a bunch of Consultants.

Specialized Services

- I. Pre-Project Planning**
- II. Design & Development**
 - a. Architecture
 - b. Interior Design
 - c. Peer Review
- III. Mall Marketing, Zoning & Lease Management**
 - a. Pre – lease Services – Development.
 - b. Pre – lease Services – Marketing (B2B).
 - c. Lease Management.
- IV. Fit-Out Management**
- V. Mall/Asset Management**
- VI. Mall Re-Orientation**

Malls in the post COVID-19 Era :

This pandemic has hit the entire world, with unprecedented & unexpected scale. The impact of this virus, is going to be very severe and shall have a cascading effect on the world economy. While the entire dynamics of all economies & businesses will change, however, one of the key impact of this pandemic will be visible to the **Retail & Shopping Mall Sector**. This will change a lot of things for the industry from every aspect of Operating, Marketing & Functioning. This will give room to new **Thoughts, Ideas and Innovations**.

The Shopping malls, shall have to be more secure & safe places to shop, not from a safety point but also from hygiene & health point. The retail & shopping Mall sector, shall have very challenging times & will have to fight too many challenges in the years to come. This pandemic will test the relationship between the Mall Developers & Retailers, as the financial impact to both is huge and unbearable. After COVID-19 this sector will require atleast 3 months to come back to its previous glory. Luckily in India, we are the least affected (per capita) in the world.

Another key factor, specific to the Indian market is that, by the time this crisis settles, we would move into the major festive & marriage season from August 2020. Beginning with *Independence Day, Rakhee, Ganesh Chaturthi, Dussera, Diwali, Christmas, New Year upto Makar Sankranti, and thereafter with Republic Day & off course the EOSS 2021*. Generally, in the Indian Markets, quarters 3 & 4 of the FY have better sales (retail) performance across, than the other two quarters. So let's plan to make the best of the situation & be optimistic that things will fall in place & that the sector will recoup in the time to come.

To prepare for the upcoming Re-opening of the Malls post the lockdown in the country, we have prepared a dossier for malls to prepare, as such assets (Malls) are never shut generally for such a long time. The Mall Developers / Mall management Companies, will have to plan a detailed Re-Opening plan and demonstrate readiness, to welcome the customers back to the Malls. While Shopping Mall developers will prepare the Malls, Retailers, will also have to plan & align with the Mall Managements, to ensure a smooth transition during this Re-Opening.

Here are the few macro things, which every Mall Developer / Mall Management Company has to be ready with. We hope that this document helps you to prepare you to Re-Open your malls efficiently & regain its footfalls. Sure many of you are missing the music of the cash tills.

Key Recommendations :

- Have an atleast **3 day lead time** to open the Mall, once the Govt. Authority allows to open.
- Prepare the Mall from every **Health & Safety** aspect, before you commence operations of the Mall
- Completely **sanitise the entire Mall**.
- Ensure that the entire Mall staff (including retailers) deployed is tested to be **Covid-19 – Negative**.
- Detailed check of the Mall, in case any Birds, Insects, Pests and Animals have made Mall ducts / areas / basement, as their settlement; as the Mall has been shut for a long duration.

I. MARKETING & COMMUNICATION

- Communicate with your customers, with all the precautions & safety measure taken at the Mall, so that they have the confidence to visit the Mall. This can be done through multiple mediums such as Print, Radio, OOH, Social Media, etc.
- Create a video and upload it on Mall/Company's website and social media platforms, to educate customers on sanitization measures taken at the Mall & precautions taken at the Mall.
- Place standees all over the Mall educating about safety & health measures to be taken against COVID-19.
- Tie-up with nearby hospitals, for any emergency, which may happen during the post COVID-19 situation.
- Set up a small medical center / point for all visitors to the Mall.
- Mall Do's and Don't's guideline to be floated on social media.
- Social distancing foot mark stickers to be made in locations such as Mall Entrance, Elevators, Escalators, Travellators, etc. to ensure that social distance is maintained within the Mall by all visitors of the Mall.
- A detailed interview to be conducted of Chief Asset Officer / Center Director, in local news channels and newspapers, where all doubts of shopping and preventive action taken by Mall to be highlighted
- Market how the Mall will offer ODC (Over the Counter) & HD (Home delivery) at every food court kitchen & also through newspaper inserts, in primary catchment area.
- Avoid any large-scale events to be planned for next 3 months at Mall
- We missed you and welcome back campaign to be on social media before 2 days of Mall opening.

II. MALL MANAGEMENT – Operations

- Sanitise the entire Mall, especially all the touch points, such as Door Handles, Escalator Belts, Railings, Lift buttons, etc. every 30 mins.
- Check hygiene and health of all Operations Staff, every day, only healthy staff to be allowed to attend work.
- Proper training on safety procedures of COVID-19 to be conducted on Pre – Opening of the Mall.
- Operations COVID-19 checklist to be created & implemented.
- Allow multi point entry into the Mall, to avoid congestion at any one Point.
- Create a COVID-19 WhatsApp group of all Store managers, Supervisors of HK, Security, Maintenance, Engineering, MMC, etc. for easy communication.
- An hourly entrance number to be fixed for entry in Mall for first few days, e.g. 1000 people per hour, the same can be gradually increased, till Multiplex opens.
- List of Do's and Don'ts within the Mall to be displayed at entrance. The Customer Care Executive near the entrance to take contact numbers of customer and share JPG of Do and Don't on WhatsApp. Also take their confirmation of acceptance.
- In high traffic areas such as Hypermarkets, Food Courts, Anchor stores, have one-meter marking done outside all the Stores.
- At any given point of time not more than 2-3 customers or one family, be allowed to enter the Elevators. For Escalators, one customer must be allowed after 4 steps roll over.
- Staff Pantries & Canteens must use only “Use and Throw” crockery & cutlery, including for Tea/coffee.
- Ample Hand sanitizers should be placed in the Mall (SG checking point, all washroom, helping desk & food court area).
- Health camps to be organized every week at the Mall for all Mall Team.
- Thermal cameras/recommended equipment to be installed for customers screening.
- To have a COVID-19 checklist to audit common areas of Mall for hygiene on daily basis.
- Permanent distance markers inside lifts so that the capacity doesn't exceed and people follow the markers.
- Have a list of all emergency COVID treating hospitals, nearby.
- There will be strict ban on Gutka, Tambaku, Paan etc. in the Mall and spitting shall be strictly prohibited

III. MALL MANAGEMENT – Housekeeping (HK)

- All common areas including parking, toilets, pantries, etc to be deep cleaned & sanitized atleast **thrice**, before the Mall is opened for the customers.
- HK team to be provided with safety gears (Gloves, Mask, Head cover, Leg cover, etc) and trained to conduct the proper sanitization of all common customer touch points
- All railing glasses to be frequently cleaned by façade cleaner in all floors.
- Pest control to be done 2 days prior to the Mall Re-Opening in the entire Mall.
- If possible, get the Supervisor or HK Manager to undergo online certified training under World Health Organisation (WHO).
- Health checkup of HK team every day.
- All sewer lines to be cleared and sanitized, including basements.
- Sanitise the entire Mall, especially all the touch points, such as Door Handles, Escalator Belts, Railings, Lift buttons, etc. every 30 mins.
- Lift buttons and all door handles to be covered with cling wrap and changed frequently.
- All places/equipments in the Mall, such as: all panel rooms, transformers room, breakers room, DG, gas bank room, DFMD machine, AHU rooms, chiller plant machine, exhaust fan motor, exhaust room, jet fan motors and others, should be sanitized by their respective engineers.
- All checklists with additional inputs on hygiene and Covid-19 guidelines to be implemented across the Mall.

IV . MALL MANAGEMENT – Security

- To ensure that accurate & strict procedures are implemented for testing body temperature at every entry point.
- All staff of retailers, Security, Housekeeping, Facility Management, Mall Management, etc, must be allowed to enter the Mall, from one single entry point, with complete checks.
- Need to ensure proper social distancing at customer entry and key anchors in the Mall.
- Ensure that every retailer in the Mall, is following all the Social Distancing norms of the Mall.
- Entire team will wear all Personal Projective Equipment (PPE) at all times.
- Need to align parking team to guide/organize customers to park their vehicles with necessary distancing.
- Need to deploy security team on all floors to ensure that the customers & team members are maintaining the social distancing and gathering over 5 people is avoided.
- Will maintain frequently monitoring the health of our colleagues/team members and delivery associates as per WHO guidelines
- Mock training on COVID-19 precautions & processes, to the entire team, every 2 days.
- No manual frisking or other touch point by security to be allowed.
- All Attendance of staff will only be marked by Security officer. No one will be allowed to touch any register or document.
- Ban the use of bio-metric machines, till things are completely under control.
- All security touch point areas will be covered by transparent cling wraps.

V. MALL MANAGEMENT – Parking

- Proper training on safety procedures of COVID-19
- Parking staff to be placed at designated places only after considering social distancing of COVID
- No Staff will be not be allowed to touch any bike or vehicle in any manner
- Limited cars to be allowed in parking till Multiplex gets operational. Cars to have only 2 passengers and not more than that.
- Alternate bays of Parking to be used.
- All vehicles entering the parking of the Mall must be mist cleaned at the entrance of the Parking area.
- Any doubtful vehicle may be offered outer sanitization with nominal fees.
- Training of entire security team on COVID-19 Guidelines.
- Implementation of non-touch security technology, such as X-ray scanners, only high quality HHMD, high range DFMD, temperature cameras, to be utilized.
- Training on emergency situations to be conducted, with complete guidelines.
- Medical training a must to handle customers who show symptoms.

VI . MALL MANAGEMENT - Maintenance & Technical

- 3 days before the re-opening, do a complete audit to ensure that no pets, birds, insects are hiding in the machines, before you switch them on. Very Critical. This can not only take life of theirs but also damage the asset gravely.
- Please service all the equipments, conduct maintenance & cleaning of all machines before you start them.
- Switch one machine /equipment at a time and wait for a couple of minutes, before you switch-on the next machine. Test run all the machine atleast 3 days prior to understand any attention required by the machine/asset.
- Ensure that you have proper stock of all required oils, diesel, grease, etc.
- Chiller plant servicing and de-scaling done during the lockdown period will be requiring 5 to 8 hr of time to cross check whether it is giving proper cooling and maintaining temperature as required.
- Ensure that jockey pump and fire hydrant system has been charged and repaired of all leakages, will be requiring 2 days of time to recheck the pressure gauge in charged line within the stores.
- All common area AHU servicing and cleaning to be done, and would require a test run.
- All firefighting equipments to be tested for efficient working.
- All LT panel servicing and transformers oil top-up has to be done, may require 2 days of time to ensure by having full electric load as essential.
- All lights inside & outside the Mall to be checked / cleaned / replaced. This has to be done ideally in the evening hours, to ascertain the requirements.
- Test run the parking exhaust and fresh air system completely.
- All Washroom fittings, fixtures and leakages to be rectified, and ensure proper hygiene levels.
- Diesel Generator set to be checked with all parameters such as Radiator Water levels, Lube oils, Coolant, etc.
- Facility Manager should check & service (if required) all machines such as fire pump house, pump house machines, fire alarm, fire detector, fire panel board, fire panel room, fire detectors, fire blankets, fire extinguishers, fire hydrant valve, fire hose, hose pipe reel, four-way inlet, manual call points, sprinklers of all stores, sprinklers of all common areas, fire auto -motion system & machines, etc., atleast 3 days prior to opening the Mall.
- Facility Manager must conduct proper training to SG, HK, all Mall staffs and retailers staffs before opening the Mall.
- The Plumbing team should check & services (if required) of all plumbing related work such as: cleaning water tank, cleaning of fire water tank (presence of FO), all pipe lines RO plant, all washroom, sensors machine in washroom (presence of electrician), STP, WTP, Booster motor, buster vacuums cleaner motor, all drainage system, aqua guards and others before opening the Mall.

- Respective Technician / electrician should check & service (if required) all equipments such as DG, all panel rooms, transformer room, breaker panel room, gas bank machines, chiller plant, HVAC, AHU, CHU, Chiller plant machines, all lifts and elevators, all escalator machines, all exhaust motor and machines, jet fan -motor, all MCB & plug points, all types of lights inside and outside the Mall, all sensor machines, fire and DG automation system & machines, etc., atleast 3 days prior to the Mall re-opening.
- A CCTV Operator should check & services (if required) with presence their respective services engineer / vendor engineer / chief engineer such as: server system, server machines, cctv camera, speed net server system & machines, and others before opening the Mall.
- Ensure that all key equipments / assets and surrounding areas are sanitized, before operations.
- Test run the chiller plant at least 3 days before opening.
- PPM and AMC schedule adherence to ensure hygiene levels.
- RO water to be checked regularly to ensure water is as per prescribed standards.
- To follow the technical guidelines as issued by Indian government on Mall technical operations.
- Sanitizing and covering all switches/buttons with cling wrap sheets, which needs to be replaced regularly.

VII. ACCOUNTS & FINANCE

- Ensure that all year end entries are done & no pending work of previous Financial year are pending, since the lockdown in India was announced in the Mid of March 2020.
- Update all softwares & entries of the current Financial year.
- Initiate & pursue for pending payments from all.
- Create a detailed outstanding payment reports of all retailers in the Mall & send them a consolidated statement for all pending payments.
- Initiate recovery procedure by doing personal meetings, if required.
- Clear pending payments of all vendors, suppliers, service providers, etc. so that they can pay their teams & take care of their expenses.
- Create a statement of liability / loss of revenues, during the lock down period & make a report on how you will sustain this financial year.
- Write to various bankers / financial institutions and present them a revised budget for the FY year. Negotiate with them for waiver of delayed payments, interest, etc. as per the guidelines issued by the RBI/Apex Bank.
- Strategize on how the negative cash flow in the current situation would be handled

VIII. MALL MANAGEMENT - Retailer Support

- The Mall Management team must give a detailed brief to all the store managers on the precautions taken in the Mall & support the MM will require from them to ensure that the operations are smooth. This has to be done atleast 2 days prior to the Mall re-opening.
- Tent Cards to be place in every outlet/store about COVID-19 Awareness & precautions.
- Communication to be sent to every retailer on the date of re-opening of the Mall, post COVID-19, and that their store needs to be customer ready.
- Assist the retailers in case of any support they would require either on technical side or operations side.
- Share the Precautionary measures information with them and seek their support.
- Encourage retailers, as per their category, to promote home delivery to increase their sales.
- Stores under fit-outs (if any) will also have to follow the COVID-19 guidelines of the Mall, along with the fit-out manual guidelines.
- Stores which would like to commence fit-outs, may be supported to do the same.
- Mall Do's and don'ts to be circulated to all retailers .
- F&B retailers to ensure food preparers/cooks to be fully disinfected and have complete sanitization process.

Support expected from Retailers:

- To ensure that all equipments such as Firefighting, AHUs, Lighting, computers, are in working condition. Do a test run of atleast 4 hours.
- The entire store to be cleaned and sanitized.
- Stores to be filled with the proper stocks & merchandise, as the demand of their product may have increased due to the long gap.
- Create visual merchandising of the store & windows to bring in positivity post COVID-19
- Make the store look fresh, hygienic & attractive.
- Sanitizers to be kept at the entrance of the store. Store handles & other customer touch points to be sanitized regularly.
- If possible, avoid cash transactions, as the chance of virus contact can be minimized.
- Support the Mall by following the Mall COVID-19 guidelines, without exception.
- Inform your staff to use the special entrance created for all staff of the Mall.
- Instruct your staff to not to travel outside the Mall for lunch or other breaks.
- Don't allow your store to be over crowded, depending on the store size restrict the numbers to about 1 customer for 100 sq. ft. of carpet area.
- Not more than 2 customers to be allowed near the cash till.

IX. FOOD COURT

- Check hygiene and health of all Food court staff. Ensure that all food court operators follow FSSAI standards.
- Mock practice of food court staff for 2 days
- At any given point of time only 2 staff in kitchen and 1 at counter
- Only Alternate table to be allowed for customers to use
- Every counter billing area to have a transparent sheet with only food service window.
- All Food court team to be in proper attire PPE uniform.
- All kitchen staff will not be allowed to gather in back area
- No cash transaction will be allowed for food court only debit or credit cards or other payment platforms
- Home delivery and ODC channel of sale area to be explored more through social media to improve sales.
- Food court team to serve all food only in disposable crockery & cutlery, and no other utensils will be used apart from cooking utensils
- No such customer will be allowed to occupy table if he has not purchased any item within 15 minutes of seating.
- Deep sanitization and cleaning to be done in presence of qualified personnel, for all the the kitchen area and equipments before 2 days of opening of Mall

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Please Note:

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Few of our key clients:



Few Awards & Accolades:



Most Admired Shopping Centre Management Company of the year 2015



Best Shopping Mall Advisory Company 2015



Top 100 SME Award by MSME Ministry of India



Best Retail Real Estate Consultant of the year 2014



Most Admired Shopping Centre Management Company of the year 2016



Award of Excellence Small Scale Category for Innovation in Mall Advisory & Management



Mr. Susil S Dugarwal honoured with the Real Estate Leadership Award.



100 Small & Big Business of the Year 2010



Most Admired Shopping Centre Management Company of the Year 2012 – Finalist



Best Shopping Mall Advisory Company 2014



Nomination in Remy Awards 2010 for the "Best in Service Industry"



Aashima Mall - Shopping Centre of the Year (Non Metro)



Novelty Mall - Most Admired Marketing & Promotion