

# Shopping Malls@ West Bengal-East Midnapur Case Studies



**Problem Solving**

Problem Solving always required No.1 Fixer



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# Observations

- Since two to three years , I have been regularly visiting this Shopping Mall— Situated at Industrial Hub in West Bengal, East Midnapur, areas where surrounding residence area, Petro Chem Industry, School , College, Govt. Administrative Office
- Surrounding places outside of the Shopping Malls there are many Food Restaurants specialized in Biryani, Chinese, Tandori, Moto etc., Small Dhaba, Tea Stall, Pani Puri Shop, Fast Food Shops, Grocery Shop, Bengali Hotels
- The facilities and ambience is over spending but it's unable to attract crowd, Vacant Shops, only ground floor and Basement is fully occupied left the 1<sup>st</sup> floor out of the sight of the customers
- This mall has a few Food Court but it's pricy and unable to attract the crowd, the crowd prefer going there to have Dosa with Childrens and families, most of the food court remained vacant even in Weekends
- The main focus on the Mall is Garments, Grocery and Electronics



# Location Study –East Midnapur Market

- This areas is mixed with Bengali and Non Bengali, due to School , College and Working in Petrochem Industries many migrant People out side of the States lived here and they are Key buyers
- This Shopping Malls has Cinema but except good super hit movie the Screen mostly 70 to 90 % vacant seats
- Monthly buyers from this areas often Visits weekly only to buy the grocery which is in offers
- Often people from far place visits there only for their fun and entertainment and even they were from the Rural areas but they usually have Big Pockets and they spend heavy here without calculating the budgets, so which means they are over spending here but it's occasionally
- Majority of the People Visits here just to spend time with friends and family , however they may willing to spend on food and buying
- The Shopping mall has no entertainment areas or zone, family people find lack of interest to spend the time with their kids except Dosa, Ice cream and a Electric car drive(in a small and cozy spaces and it's costly)
- The Goods are available in the Malls usually also available in outside Shops and nearest Shopping Centre even the other Crowded City or Places has same things available, so mostly People fulfil their 90 % needs of Shopping outside and they buy impulsively here but a budget buying
- Most of the buyers are Middle Class and Lower Middle Class, and Rich or Higher Class they usually visits here for fun or family but they still they prefer to go out of the City with Families to spend their Time and enjoy the weekend and spend money on expensive things in Kolkata Markets



# People and Behavior

- Age –School and College Students usually like to spent their Time in this mall and they regularly visits this place than families so then there is tow categories People , one is Students and 2<sup>nd</sup> is Families
- Student tend to find this Place as their regular get together but they are not willing to spend here except cold drinks, water and Pani Puri i.e. lowest pricy items and for that they mostly use the grocery to save their monthly budget money
- Few Popular Pizza shops are making delivery to it's neighbors and they have more customer in outside rather inside the shops
- Recently opened popular Fried Chicken Store but due to poor customer services, poor Quality of Food, overall experience it's unable to attract customer there and the Shopping mall is also unable to pull crowd from the neighboring areas
- This Shopping Mall is mostly demanded by the Kids as they always insist their parents to take there but the parents remained confused since the Mall has no such entertaining zone that can keep the children more than 1 hours, where Kids spend time on Dosa, ice cream and a short ride of electric car



# Communication with Mall Manager

- During the Covid last 2022 where there was no strict restriction and Mall was operation, when I realized what the Mall is lacking in spite of huge Potential, I went to the office of the Mall Manager to leave feedback as regular People(Customer) visiting there, he was not available but I was given the line to speak with him , I told him about the Gaps, he told the reason the merchants left the places event after deposit their advance but they didn't come back, and still many people are coming to his Mall and it's running Good
- I replied him that **“this Mall is Lacking the Focus in right Direction i.e. Children, since there is no Fun and Entertainment Zone that the children's are lacking at their home and neighboring areas, so then they are desperately looking out some places to release their hyperactive energy, laughter, fun, entertainment , so that they will Pull your Potential buyer i.e. their Parents will bound to come here and spend here”**, he seems confused or may be can't able to fix it since he said they are looking for the Merchant or investor who should come and start anything here



# GAP ANALYSIS : New Concept needs to adopt after Covid 19 for Shopping Mall and relatives Business

- Investor may still in 2024 ,unable to recover the losses that the Shopping Centre, Shopping Malls, Shopping Zone inside the Airport, Children's Zone etc. were making through Pandemic, since blocking the Crowd or people from Entering the Shopping Malls or Shopping Centre is not only huge loss for the revenue of Seller but also it's a Loss of Shopping Malls as they had to pay the operational cost, cut off their rents, bank debt payment as it's required heavy investment it could be Multiple Cr. (Millions or billions Rs.) and all these the Malls has a projection of payment schedule which they were bound to pay, of the Mall is making losses then the Bank won't allowed it as mercy but as per their rules the Money has to be paid otherwise they will changed the penalty, heavy interest and this could a heavy burden for the Investors, when we look Mall from the Outside it's look great but from inside only the Investor can feel the pain of the Mall is making day to day losses to recover it funds and profits



# GAP ANALYSIS : New Concept needs to adopt after Covid 19 for Shopping Mall and relatives Business

- General Tendency to this Situation when the Mall is facing lag or lack of Footfalls or Visits , yes they usually afraid of new investment, they wanted to limits operational cost, they wanted to run the mall with limited facilities, they wanted to look into the areas to reduce the cost of Electricity, Waster wastage, block some areas for further uses if people use it and anything broken then they may have to put more Cash on it
- They are willing to work on Advance from it's vendor to secure the token Money

**So over all direction they will apply to how to cut off the cost and limits the access of the facilities**





# GAP ANALYSIS : New Concept needs to adopt after Covid 19 for Shopping Mall and relatives Business

- It's 2024 in spite making more investment and bringing attractive food store seems the mall is lack of full occupancy and lack of crowds
- The Food Court Food Quality remain poor no verities except Dosa is still best selling Products
- This has brought a small Fun Zone which is very Cozy in 1<sup>st</sup> floor and over pricy , it has nothing the kids find attractive which they had already in their schools and it has more space, more infrastructure and it's free for maximum time they can play

**The Mall has not able to identify the Gaps and still in the same position, where as an Investor you look it from your Glasses , it's the same and as a People we look from out side it's good at it has few addon Store but it's unable to open pocket from the actual Spender i.e. Buyers**



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# Post Covid and effects on Human Behaviors

Before you come to the Conclusion, we need to look into the Areas or Matters that has impacted the Mental Health of Human being

- People get's panic and stressful in any situation that makes them irritated
- They feel bored at homes
- Childrens are the main concern for them, no matter what is their INCOME LEVEL BUT THEY ARE WILLING TO PAY MORE FOR THEM I.E. SCHOOL AND EDUCATION, FUN AND ENTERTAINMENT
- Parents are Concerned about Mobile Addiction for their Kids and they desperately looking for alternative Solution to push their Children in outdoor activities
- People are concerned in their Spending as they had limited Monthly budget since there are many jobs cut, limited Salary, house hold expenses which already increased the tension for the Earner then it's difficult to manage the children inside the Home
- After Covid it's affects the relationship and marital bliss, so even the Couple they wanted to spent their regular time no matter it's with their children so their desperately looking for a Solution to spend happy times with families and they don't mind to over adjust their Monthly budget
- People simply don't wanted to go and visit the Mall unless there is strong reason
- Often people has Air-condition in Home and made their home quite luxury no matter their income or they stay at rented house but one thing has improved after Covid is people are more focused on Home Caring and buying Expensive Car, so they may not willing to Visits Malls in Summer only for Air-Condition reason which they used to before, so there has to be some strong reason that they should Visits there, and due to they had cars they can easily roam the areas and went outside of the City where there is Big scope of Eye catching Attractions, Crowd and Time pass
- The Shopping Mall in Rural Areas or Surrounding the Rural areas except busy Cities like Kolkata, of they are Charging for their Parking it's demotivating factors for many people usually Bike users are more than 4 Wheelers, as the places just outside of the Mall they had enough Parking, but even though they concerns about the Safety still it's in their mind that they have been changed for the Bikes and 4 Wheelers, no matter how much they have big pocket, so if people's mind has this thoughts by just having the thoughts that why I should even pay 10 Rs. For my Parking , they may turn their bike to Outside Stall to buy eats more cheap pricy good Quality and varieties Food m as their moto is to get together
- I have been also notice about the Parking Fees, no matter it's Small like 10 or 20 Rs. But to pay in cash it's pain ful and more concerns for worry , so many times I had to skip the mall because I didn't have that 10 , 20 Rs. In my wallet , as I prefer to pay in UPI, but the mall still has no facilities of accepting UPI payments, and probably this reason many people may not visiting the Malls they just accessing the outside zone and go back to their home



# Conclusion and Strategic Advisory

**Problem :** Low Foot fall or Low Crowd that the Malls are running in low capacity

**No.1 Source:** The Mall has failed to identified the Potential buyer or Customers and instead they are focus on the wrong areas and investment, like Clothes, Grocery and Food, which has nothing to do with the attracting the potential Buyer i.e. the Childrens or Kids i.e. their Parents, since Food, Clothes and Grocery still available to closest Store and even it's for common people, they feel less necessary to visit malls and buy these and also they can buy from many popular online grocery , electronics, Cosmetics, Clothes or day to day needs, so then the user experiences is lacking where the mall has failed to address it completely, even the Food Quality and verities are event much better and cheaper than Mall, so then why they Visits the Mall and spend their Quality Time the Mall has to think and consider the improvement Point



# Conclusion and Strategic Advisory

**No.1 Fixer** : Calibrate your Focus or Direction to Only Kids, rest of business will be doing great since they will pull their Parents, relatives, friends, families and it will increase the Foot falls and the sells of your Malls will definitely increase so then Focus to create a special Children Fun Zone, make it more attractive , gives lots of space for them, make their time more joyful, memorable and eventful so that they can discuss it in their Schools and then other kids also influence their parents to take them to your Malls frequently , remember the happiness of the Entire family is their Children, so if your Focus on them you will definitely attract for more crowd, more prosperity and more blessings from God, so if you have to invest from your Pocket , it's worth of it and the entire mall will gets the benefits out of it, also please consider to Focus on Key Food menu items which is not available outside and with moderate price that a Parent can easily afford it, give them(Kids) a Monthly pass to use any of your services so that they will feel urge to frequently Visits your mall, and for the Long distant Crowd you may avail the Special Bus Services to the routs where generally after 8 PM , there is no public transport available and it may causes worry for them to return back home on time



# Conclusion and Strategic Advisory

**No.1 Breaking Point : Any Shopping Center, Shopping Mall, Shopping Zone in Airport, even Kids Zone or Parks when they were busy to attract adults and other age group they may forget there is huge space that the Children can fill it and turn their entire business model into Success, which is nobody believed unfortunately , even they thought to give it try but they allot small, cozy places for Kids Zone and gave the contract to the company they are unable to pull crowd since they had limited equipment or planning and also too much costly, when any Businesses lacks on focusing on Childrens it's the main reason of struggling, no matter it's Clothing center to even medicine Shops to grocery etc., if you can't find a Solution to attract Children you have to struggle until you fix it, it's also apply to School and Society or Residence building or Complex**



**Thank You !**

**-The End-**