



# RAMA UNIVERSITY

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## E-Content BCH-604 : Retailing Management

### Lecture 15

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# Freestanding sites



## B. **Part of a business district**

### 1. Central business district

- Ballard Estate, Bandra Kurla Complex, CBD Belapur and Nariman Point

### Advantages

- Draws people into areas during business hours
- Hub for public transportation
- Pedestrian traffic
- Residents

### 2. Main street

### 3. Inner city



**Connaught Place**

**9<sup>th</sup> position**



**30<sup>th</sup>  
position**

**19<sup>th</sup>  
position**



PICS: DEEPAK TURBHENA R AND SATSIH MALAWADE

## C. **Shopping center**

- A shopping center is a group of retail and other commercial establishments that are planned, developed, **owned and managed as a single property**
  - Security
  - Parking lot lighting
  - Outdoor signage
  - Advertising
  - Special events for customers

# Types of Shopping Centers

- Neighborhood and Community Centers
- Power Centers
- Lifestyle Centers
- Outlet Centers
- Mixed use developments
- Theme centers



# Neighborhood and Community Centers

Managed as a unit

Attached row of stores

Onsite parking



# Power Centers

Big box stores

Available parking

Free-standing stores

Low occupancy costs

Limited small  
specialty stores



Modest vehicular and  
pedestrian traffic

Open air set up

Many located near  
enclosed malls

Large trade areas

Convenient

Desirable  
shopping  
experience



An aerial photograph of a large retail shopping center in Doral, Florida. A red line is drawn on the map, outlining a specific section of the center. Various retail stores are labeled with callout boxes, including Home Depot, PetSmart, TJ-MAXX, Office DEPOT, Party City, Michaels, MARDER, Kmart, and others. The center is situated near the intersection of U.S. Hwy 192 and S.W. 10th St. The surrounding area includes parking lots, roads, and some greenery.