

STUDY ON THE RETAIL STORE PLACEMENT
IN SHOPPING MALLS

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ABSTRACT

The placement of retail in a shopping mall play significant role in planning strategies to maximize the space efficiency. The consideration of the vertical and horizontal elements, size and type of retail determine the space allocation of shopping mall in Malaysia in order to attract customer to maximize profit. This knowledge are essential not only for us the Architect property management, planning and other fields.

Keywords: retail placement, strategies, space allocation

1.0 INTRODUCTION

The retail store is the key element in a shopping mall and it play significant role to generate the activities inside the building. Over the year, shopping malls in Malaysia has change, its retail placement changed, with the current trend of commercialism, and the client wanted to maximize the profit and by satisfy the consumer's need. The one of the factor that present in this space planning in a shopping mall is the retail placement. Yuo (2004) stated in order to maximize the operational performance of a shopping mall, total floor area must be used effectively and efficiently. Thus, it is indeed the essential part of the shopping mall is the retails itself which generate the activities and the profit. Implementation of placement strategies based on dispersion or departmentalization depends on the physical characteristics of the shopping center and, in particular, on the height of the mall (Yuo, 2004).

1.1 Problem Statement

From the observation of the current situation, the shopping mall building in Malaysia has been grown in such a great number since the first shopping complex was built. The planned shopping centre is one of the most widely studied forms of land development, yet comparatively little empirical research has addressed the issue of tenant placement, the relative location of retail outlets within centres (Stephen Brown, 1991). From the pointed issue, retail placement inside the shopping mall is crucial part of designing the layout in order to solve the current changes in trend of shopping. The shopping mall proper planning attract and generate costumer's activities. Thus, proper arrangement of retails inside the shopping mall effect the performance of the shopping mall in Malaysia.