

## **Retail Mall Management Strategies**

You are a consultant hired by a large retail mall management company to analyze the current market scenario and suggest strategies for improving the overall mall performance. Your task is to identify the key challenges faced by the mall, analyze the competitive landscape, and propose recommendations for enhancing the mall's profitability and customer experience.

### **Your report should cover the following aspects:**

Analyze the current market scenario in the retail industry and its impact on the mall's performance.

Identify the key challenges faced by the mall in terms of attracting customers, tenant management, and increasing footfall.

Conduct a competitive analysis of other retail malls in the area and identify the strengths and weaknesses of each.

Propose strategies to improve the mall's performance in terms of increasing footfall, tenant management, customer experience, and overall profitability.

Provide a detailed implementation plan for the proposed strategies, including timelines, budgets, and resources required.

Your report should be well-researched and supported by relevant data and examples. Additionally, you should consider the latest trends in retail and mall management while proposing your strategies.