**SOP: Space Design & Allocation Process**

**Department:** BDM  
**Sub-Department:** Leasing   
**SOP ID:**

1. Objective

To systematically design and allocate office spaces that meet client requirements while optimizing operational efficiency and profitability through Carpet Area Realization (CAR), ensuring timely delivery, compliance with layout standards, and improved client satisfaction.

2. Scope

This SOP outlines the end-to-end process of space design and allocation at Novel Office, encompassing every stage from client needs assessment and Carpet Area Realization (CAR) evaluation to layout submission, block management, and final approval. The process involves multiple stakeholders including Business Development Managers (BDMs), Space Planners, the Layout Team Lead, Operations Coordinators, and Clients, working collaboratively to ensure efficient and profitable space planning. It applies across all Novel Office properties—NTP, NBP, NOB, NOW, NOM, NOQ, and NOC—and is relevant for new leads, active deals under soft or hard block status, layout revisions, and initiation of fit-out activities.

3. Definitions

|  |  |
| --- | --- |
| **Term** | **Definition** |
| **Layout Planning** | Process of organizing desks, cabins, meeting rooms, circulation, and amenities per internal standards. |
| **Carpet Area Realization (CAR)** | Revenue earned per sq ft of carpet area = (Deal Value – Freebies) / Carpet Area. |
| **Soft Block** | 5–15 day hold in ERP for space during negotiation. |
| **Hard Block** | Final reservation after deal closure. |
| **ERP System** | Internal CRM used to raise and track layout requests. |
| **Space Planner** | Specialist responsible for designing efficient layouts swiftly. |
| **Turnaround Time (TAT)** | Time allocated to deliver layout based on seat quantity and complexity. |

4. Roles & Responsibilities

* **BDM:**
  + Conduct detailed needs analysis (seat types, zones, orientation, privacy, future expansion).
  + Compute CAR and compared to property thresholds (e.g., NTP ₹220–235, NOM ₹300–335, NOQ ₹390–410, NOC ₹400–445).
  + Use space-by-seat density estimates (70–130 sq ft/seat) and regional benchmarks (100–175 sq ft/person).
  + Submit thorough layout requests via Outlook, complete with sketches, detailed comments, item selections, and block type.
  + Set customer expectations for TAT and review layouts for compliance and efficiency.
* **Space Planner:**
  + Analyse client requirements and site data.
  + Review circulation factors (target 15–20%) and confirm compliance
  + Monitor SLA, deliver designs, and manage revisions.
* **Layout Team Lead:**
  + Assign planners, oversee SLA compliance, approve complex layouts.
  + Manage escalations, ensure coordination across sales/design/operations.
* **Client:**
  + Provide clear functional and aesthetic requirements.
  + Review and approve final layout promptly to proceed to fit-out.

**5. Process (Step-by-step)**

**5.1 Why Layout Planning Matters**

* **Customization:** We serve clients from 5 to 200 seats in a single building. Every layout is unique.
* **Revenue Impact:** We earn **per seat**. More efficient layout = more income.
* **Bad Layouts Waste Space:**
  + Too many corridors, oversized lobbies, dead corners.
  + Improperly sized common areas hurt utility and revenue.
* **Client Experience:** Bad layout = long walks, noise, frustration. Good = productivity + renewals.
* **Fewer Revisions = Faster Delivery.** Clear requirements mean fewer iterations.

**5.2 Client Requirement Gathering**

* Conduct detailed intake during site visits:
  + Seat types (exec, pro, shared), cabins, meeting rooms, lounge zones.
  + Privacy expectations, AV needs, orientation (e.g., East-facing), team adjacency.
  + Future expansion estimates.

**5.3 CAR Evaluation**

* Formula:  
  CAR = (Deal Value – Freebie Value) / Carpet Area (in sq ft)
* Compare with benchmarks:
  + NTP: ₹220–235
  + NOM: ₹300–335
  + NOQ: ₹390–410
  + NOC: ₹400–445
* If CAR is low:
  + Propose denser layouts, reduce oversized elements.
  + Re-price seats or revise inclusions.

**5.4 ERP Layout Request Submission**

**Step 1:** Open the Lead

ERP → CRM → Leads → Search by Client Name or ID

**Step 2:** Go to “Space Plan” Tab

Found on top of the lead profile.

**Step 3:** Enter Details

* Leave “Assigned Space Planner” blank.
* Add rows under “Location” for each site (e.g., NOQ – 2F).
* Upload attachments: client-marked layouts, sketches.
* In “Comment” field, mention layout config:

*“20 Workstations, 1 MD Cabin, 1 4-Seater Meeting Room, 2 Booths”*

**Step 4:** Add “Additional Comments”  
Examples:

* “Rectangle tables in meeting rooms”
* “TV wall on East-facing side”
* “Use open plan with casual zone”

Be specific and avoid vague notes like "as discussed"

**Step 5:** Select Required Items  
Tick required components and mention accurate quantity.

**Step 6:** Change Status to “Required”

Most critical step — this notifies the Layout Team.

**Step 7:** Click “Save”  
The layout request is now officially raised.

**5.5 Turnaround Time (TAT)**

|  |  |
| --- | --- |
| **Seats** | **TAT (hrs)** |
| <50 | 1.5 |
| 50–100 | 2.5 |
| >100 | 3 (+1 hr for 3D) |

Post 5 PM weekdays or 12 PM Saturdays → Processed next business day  
No verbal layout requests. ERP entry mandatory.

**5.6 Layout Creation Guidelines**

* **Passages:**
  + Main: 1500 mm, Sub: 1200 mm, Intermediate: 950 mm
* **Desk Spacing:**
  + Wall to desk: 1300 mm, Bay gap: 1700 mm
  + Perpendicular gap: 1140 mm, Door clearance: 2200 mm
* **Desk Footprints:**
  + Office: 18–20 sq ft, Pro: 21–23, Exec: 23–25, Premium: 29–32
* **Preferred Seating:**
  + Bay seating preferred
  + Face-to-face setup to be avoided

**5.7 Delivery & Approval**

* Upload layout to ERP within TAT.
* BDM reviews CAR, seat density, spacing.
* Share with client. Gather structured feedback.
* Minor revisions (≤10%) → 1 working day.
* Major revisions → SLA resets.
* Upon client sign-off → status updated to “Completed” → triggers fit-out.

**6. KPI & Performance Metrics**

|  |  |
| --- | --- |
| **KPI** | **Target** |
| SLA compliance | 95% layouts delivered within allocated TAT |
| CAR alignment | ≥95% deals meet site-specific thresholds |
| First-pass approval | ≥80% layouts finalized without major adjustments |
| Soft block conversion | ≥95% convert or are formally released |

**7. Tools & Resources**

* **ERP System** – Requisition + workflow tracking
* **CAR Calculator** – Template in shared drive/ERP
* **Layout Standards Guide** – ERP resource (dimensions, spacing, desk types)
* **Teams/Outlook** – Real-time coordination

**8. Exceptions & Handling**

1. **Low CAR deals:**

* **Scenario**: CAR falls below property-specific thresholds (e.g., NOQ <₹390).
* **Solution**: The BDM re-negotiates rates or proposes denser layouts within 24 hours. If unresolved, escalate to BDM TL for approval.

1. **Urgent requests after hours:**

* **Scenario**: BDM submits urgent layout requests post 5 PM weekdays or 12 PM Saturdays.
* **Solution**: Requests are processed the next business day unless approved by the Layout Team Lead. The BDM is notified of adjusted SLA

1. **High iteration (>2 major revisions):**

* **Scenario**: Client requests more than two major revisions (>10% changes), delaying fit-out.
* **Solution**: The Layout Team Lead escalates to the BDM and client for an augmented briefing within 24 hours

**9. Review & Revision History**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Version** | **Changes Made** | **Updated By** | **Date** | **Future Review** |
| **1.0** | Initial SOP Created | Shivli Doneria  Operations Department | 24-June-2025 |  |