

Capstone Project

Battle of Neighborhoods

Part 1

Introduction

A shopping mall is a modern, chiefly North American, term for a form of shopping precinct or shopping center in which one or more buildings form a complex of shops with interconnecting walkways, usually indoors. Shopping malls these days are on stop destinations due to their versatility of covering eating, shopping, entertainment and other leisure activity.

Due to this popularity of shopping malls, constructors are building many more such malls in Mumbai to cater to the demands. Shopping malls act as a consistent rental medium to the owners.

Various parameters are taken into concern when building a shopping mall. One of the most important of these parameters is the location of the mall. Hence this report will be dealing with analyzing and selecting the best location to open a mall in Mumbai. The project will be useful for builders to select a location to build a mall. A secondary benefit is that it can also help people look at the areas with the most malls in the city.

Business Problems

Which is the best location to open a mall in Mumbai?