

Project Title: Opening a New Shopping Mall in Mumbai, India

Coursera Capstone

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1. Introduction

1.1. Shopping malls are a key source of entertainment in India. Most of the families in India visit a mall during weekends or holidays to spend some quality time by indulging in offerings of a typical mall which includes movie screens, restaurants, shopping, game zone etc. As income level are rising in India, the number of people who are going to the mall and being able to spend money in the mall is increasing rapidly. Therefore, a lot of real estate companies like DLF have invested money in the commercial malls as it generates great income for them. Key factor determining the success or failure of this investment is the location of the mall.

2. Business Problem

2.1. How do we determine the most optimal location to open a shopping mall in Mumbai?

3. Target Audience

- 3.1. Property developers/investors: Companies/individuals looking to build a new commercial mall in Mumbai would find this work useful as it would help them in identifying the potential location for their investment.
- 3.2. Commercial Entities: This could be used by commercial entities like retail brands, restaurants to identify attractive locations to open an outlet in the city.