

SHOPPING MALL IN BANGKOK, THAILAND

INTRODUCTION

Bangkok in Thailand is a city where majority of the income comes from tourism. Thailand is also a place where different forms of arts and literatures are respected. Investment in market such as café, pubs, restaurant, shop, etc. can lead to a good amount of income. As per the latest trend an individual search all the above in once place and thus the concept of *malls* is growing. Property developers are taking advantage of this trend to build a Shopping Centre which offers all the leisure and fun at one place. Opening a shopping mall in KL sounds like a good idea but requires proper planning.

BUSINESS PROBLEM

As with any business decision, opening a mall also requires lot of aspects to be considered like;

- Selecting a large area of plot.
- Income of the nearby localities.
- Easily accessible.

These questions can help to decide on an location for the shopping mall which can decide its success or failure.