



WHITEPAPER

What to Look for in Your Best Shopping Mall?



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Modern technology has revolutionized our lives the way we knew it. Whether it be a hospital or a shopping mall, **today everything is well-equipped with technological tools** that are playing their part in making our lifestyle fit to the modern standards.

Therefore, when one chooses to do shopping in a mall, he/she **prefers to have everything that they need under one roof**. Besides, shops for clothing, bags, shoes, cosmetics, cookware, and home decor one can find a play area, food court, entertainment activities, departmental stores, money exchange options, etc. These features **have made shopping malls beyond recognition**.



A good shopping mall has not only shops for bags, shoes, clothes but also shops for grocery, furnishing, makeup, and all the basic needs of daily routine. In structural aspect shopping mall is considered to have a large building that should have wide corridors, lifts, and escalators to have access to all floors and shops. However, since the competition is on the rise, **every mall is working to introduce innovative entertainment and facilities to ease the shoppers** to provide a seamless and fun-filled shopping experience.

Here is what one should look for in a mall:



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Parking Facilities

An amazing shopping mall should include enough parking space so that shoppers can **park their vehicles with ease and convenience**. Not only good parking but also good security in parking facility is also very important. Assurance of parked vehicle security allows shoppers to shop with peace of mind without any hustle and inconvenience.

Clean Food Court

A shopping mall is not just a place to enable one to shop. Additionally, it is a spot where you can dine out with your family and friends.

A food court is a place in a shopping mall where people can find numerous **restaurants**, refreshments corners, and cuisines.

Food courts **should be clean and have fresh food for shoppers** so that there is no problem with health issues.

The food court should **big** enough to accommodate almost all people like it's bigger the better.



Some shopping malls also have **international food** chains in their food court, and this is not the only attraction for shoppers but also for people who are looking for great taste and new experiences.

Apart from that, **the self-service facility** of the ordering of food of your own choice is also one good option that people prefer to go for.

For an instance, Subway allows you to make food items of your own choice and taste that is more like fun and satisfaction for foodies.

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Building structures

The **unique architecture** is an utmost fascination. Such building structures always attract people and tourists.

When the mall's building has a unique structure, it will stand out among others and **will compel people to visit it and see its interior**. Some malls have built on floor levels; some have **separate buildings** for different sections like that of residential apartments.

Generally, it has been seen that people prefer to go for **attractive building structures** comprising of marvelous virtual reality and digital signage experience which again is subjected to a technological revolution.

Entertainment

Let's talk about the entertainment section of the shopping mall. **It is one of the most advanced, crowded places in the mall** where every age group person can be seen.

Children, teens, adults, and also old people can be in the mall. The entertainment area of the mall covers movie theatre, playland, fun factory, VR adventures.

The fun factory is a **newly introduced section in the shopping malls where every age group can enjoy their time**; it includes different indoor swing options. Likewise, VR adventures are also newly introduced technology. The main reason people check-in to malls is to experience entertainment by watching their latest favourite movies in the cinema. While mothers are busy shopping, their kids can play safely in the playland.

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Local and International Brand

The most important reason for building a shopping mall has **good stores** for clothing, bags, shoes, home items, jewellery, and makeup that will make your 1 door wardrobe look beautiful.

Good shopping mall **should have all type of stores that includes local brands as well as international brands.**

The **quality level of products and customer services** plays an important role in building the mall's reputation and popularity among the masses.

Local brand shops **are often preferred by shoppers** who want to shop economically, so a shopping mall is a good place for that audience to enjoy and shop as per their budget.

Also, **international brands always attract people** for obvious reasons. Shoppers who always seek variety and quality have a lot of options at hand in this way.

A huge selection of stores ensures people to shop from a wide range of products ranging from cheap to luxurious products. The more brands malls have the more crowd it is going to attract.

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Final Thought!

The shopping experience that one wants varies from person to person however, the above-mentioned factors are the only constants that ensure the success and popularity of a shopping place.



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Conversion

The **conversion funnel** is one of the most **important metrics** to find out if the strategies made are beneficial for the business or not.

This information allows us to **anticipate the needs** of our customers by analyzing how many people walk in front of the point of sale or enter, also taking into account the retailer's sales ticket data.

Those are **essential indicators** to develop and implement satisfactory business actions for **the future**.

Conclusion

AI allows retail and mall sectors to advance in a new era where **digital transformation is booming** to overcome objectives. Thanks to **Video Intelligence** managers can understand their customers needs and behaviour in real time always guaranteeing their **privacy**, knowing how they move in the store and what products they finally buy. Those are **essential indicators** in an increasingly competitive sector.

It is obvious that measuring, anticipating, implementing and improving visitor expectations are the **keys to success in the retail and mall industry**.

Visual Merchandiser

It is a commercial and **trade marketing strategy** that enhances the visibility of products in a store.

If we apply video analytics we can obtain valuable information about shop layout and products placement on different time slots, thus reducing time spent on inspection visits

An example of a **use case for Video Intelligence for Visual Merchandising** is taking high-definition pictures from time to time, but only of the items and products in the store to accurately **analyze** their correct placement using existing security cameras.