

**ICSC European Retail Property School** 

# Overview: Shopping Centre Management in Europe

# Damian Lewis. July 2014

Scandic Berlin Potsdamer Platz, Germany



#### Welcome

- Ice-breaker & introductions
- The facilitator & his role
- Aims and goals for:
- The session
- The week



#### Part 1 – History, Facts, Trends & Data

- 1. History & background of shopping centres and retail destinations.
- 2. Global overview & European shopping centre focus.

#### Part 2 – Management & Retail Overview

- 1. Shopping centre management & its various elements.
- 2. Ownership and management structures.
- 3. Marketing, retail principles & tenant relationships.

#### Part 3 – Strategic Shopping Centre Management

- 1. Human Resource Management.
- 2. Business Planning
- 3. Improving the bottom line

#### Part 4 – Summary & Conclusion



#### Part 1 – History, Facts, Trends & Data

- 1. History & background of shopping centres and retail destinations.
- 2. Global Overview & European shopping centre focus.



## **Origins of Shopping Centres - Historical**

- Oldest is thought to be Trajan's Market, Rome. Circa 110AD.
- Grand Bazaar Istanbul circa 1460AD. 3,000 shops covering 61 streets.





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## Part 1 – History, Facts, Trends & Data

## **Origins of Shopping Centres – Modern**

#### Australia & USA

- Started in 1959 in Australia, Blacktown, Sydney. Frank Lowy & Westfield.
- Started in 1956 in USA with Southdale in Minnesota (74,00sqm).
- Steadied development and maturity of industry.
- Greenfield sites generally used along with land-banking.
- Very strategic and focused on long term planning and growth.



#### THE FIRST SHOPPING CENTRE IN BLACKTOWN

In July 1959 John Saunders and Frank Lowy opened their first shopping centre - Westfield Plaza in Blacktown. With 12 shops, 2 department stores and a supermarket, people flocked to see the plaza which newspapers of the day described as 'the most modern American-type combined retail centre'. By year-end Westfield Plaza was established as Blacktown's commercial hub.

ARCHITECTURAL ENGINEERING



A CONTROLLED CLIMATE FOR SHOPPING



## **Origins of Shopping Centres – Modern**

#### Asia/Orient

- Heavy population density.
- Development and expansion to modern shopping centres late 1980's and early 1990's.
- Varies from country to country (like Europe) and is linked to economic growth and development.

#### China, Middle East & India

- Incredible growth and incredible future.
- Largest malls in the world.
- Emerging countries are leap-frogging established countries.



## **Origins of Shopping Centres – Modern**

#### UK

- Brent Cross was the first covered mall opening in 1976. Out of town scheme.
- On-going debate regarding inner city malls versus out of town malls. Two very distinct markets.
- Bluewater set new standards for UK and Europe opening in 1999.
- Westfield London opened in 2008. Europe's largest inner city scheme.

#### Europe

- Every country is different
- Inner city versus out of town.
- Some facts and challenges.





#### Part 1 – History, Facts, Trends & Data

#### **Facts & Figures**

NEW SHOPPING CENTER INVENTORY 2012 & 2013 GLOBAL REGIONS

	New GLA (Million sq.m)	Number of New SCs
AMERICAS	29.2	1,006
U.S	23.2	819
CANADA <sup>2</sup>	0.7	19
LATIN AMERICA <sup>3</sup>	5.3	168
EUROPE	11.6	350
ASIA4	23.1	303
CHINA	20.4	230
OTHERS	2.7	73
TOTAL	63.9	1,659

Source: Cushman & Wakefield Retail Research, Shopping Centers >5k sq.m in markets tracked by Cushman & Wakefield

#### SHOPPING CENTER INVENTORY GLOBAL REGIONS

	GLA (Million sq.m)	Number of SCs
AMERICAS	686.8	38,077
U.S	618.3	35,590
CANADA	34.2	1,320
LATIN AMERICA	34.3	1,167
EUROPE	153.8	7,178
ASIA	83.9	1,591
CHINA	53.2	621
OTHERS	30.7	970
TOTAL	924.5	46,846

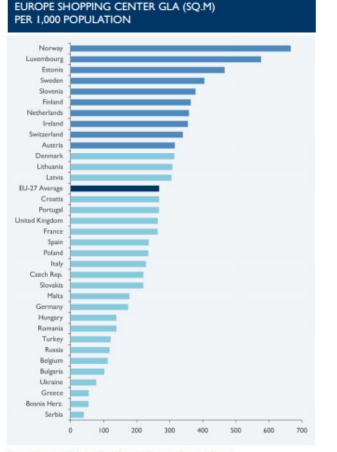
Source: Cushman & Wakefield Retail Research, Shopping Centers >5k sq.m in markets tracked by Cushman & Wakefield

<sup>1</sup> See Technical Specifications

- <sup>2</sup> Major markets only
- <sup>3</sup> Primary countries only
- <sup>4</sup> Primary markets only

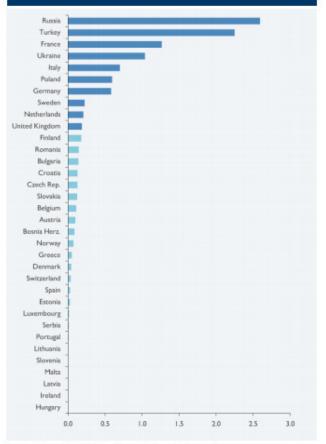


#### **Facts & Figures**



Source: Cushman & Wakefield Retail Research. Shopping Centers > 5k sq.m

#### EUROPEAN SHOPPING CENTER PIPELINE 2014-2015 (MILLION SQ.M)



Source: Cushman & Wakefield Retail Research. Shopping Centers > 5k sq.m

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### Part 1 – History, Facts, Trends & Data

#### Facts & Figures

- 1. Retail sales data hard to ascertain now due to on-line influence.
- 2. In 2013, Central & Eastern Europe accounted for 70% of all new retail shopping centre additions to the market.
- 3. Total European market GLA is 154,000,000sqm at 1 Jan 2014.
- 4. France largest GLA market size at 17,300,000sqm. Next is UK ay 16,930,000sqm and finally Russia at 16,876,000sqm.
- 5. Russia is forecasted to lead by GLA in coming years.
- 6. What can we draw from this data?

COUNTRY	AVERAGE PRIME	AVERAGE	SHORT-
	RENTS	PRIME YIELDS	
	(€/SQ.M/YEAR)	(%)	OUTLOOK
Austria	940	6.44	•
Belgium	1,030	5.68	
Czech Republic	778	6.57	
Denmark	643	6.00	
Finland	1,050	5.38	•
France	1,263	5.50	4
Germany	548	5.08	
Hungary	504	7.71	4
Ireland	1,800	8.00	4
Italy	639	8.00	4
Luxembourg	1,050	5.63	
Netherlands	433	6.75	4
Norway	865	5.79	
Poland	547	6.11	4
Portugal	610	8.42	
Romania	370	9.30	•
Russia	2,545	9.00	
Slovakia	660	7.25	
Spain	627	7.06	
Sweden	740	5.13	4
Turkey	740	7.75	
United Kingdom	1.555	5.00	4

Note: Yields marked in black are calculated on a net basis to include transfer costs, tax and legal fees. Rents and yields relate to a range for the best shopping centres in each country and are indicative only. Given the changing nature of the market and the costs implicit in any transaction, such as financing, these are very much a guide only to indicate the approximate trend and direction of prime initial yield levels and should not be used as a comparable for any particular property or transaction without regard to the specifics of the property. It should also be noted that the shopping centre format varies by country and a direct comparison between schemes in different markets should take account of this.



## **Types of Shopping Centres**

- Neighbourhood
- Intermediate, District, Sub-Regional
- Regional
- Superregional
- Hypermarket Galleries
- Specialty Centre
- Factory Outlet
- Big-Box, Power, Retail Parks

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## Part 1 – History, Facts, Trends & Data

## Neighbourhood

- GLA is less than 10,000sqm
- Daily shopping

**CS** 

- Convenience based centre
- Often open parking and shop fronts with covered walkway
- Located in residential areas
- Usually 1 level
- Anchored by supermarket
- Service immediate local needs
- Extended trading hours normal
- Common retail mix:
  - Butcher, florist, baker, greengrocer, hairdresser, newsagent, take-away food





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## Part 1 – History, Facts, Trends & Data

## Immediate, District or Sub-Regional

- GLA between 10,000sqm 30,000sqm
- Weekly shopping

**CS** 

- Convenience and destination
   based shopping
- Major super-market
- Major discount department store
- 30 50 department stores
- Small food court
- No major entertainment offer
- Usually located on sub-arterial roads.

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## Part 1 – History, Facts, Trends & Data

## Regional

- GLA between 30,000sqm 60,000sqm
- Weekly shopping & monthly shopping
- Convenience and destination based shop
- Department store
- Full-line super-market
- Full-line discount department store
- Department store
- Around 100 speciality stores
- Large food court
- Entertainment offer such as cinemas
- Range of banks and service offers
- Usually located on arterial roads.



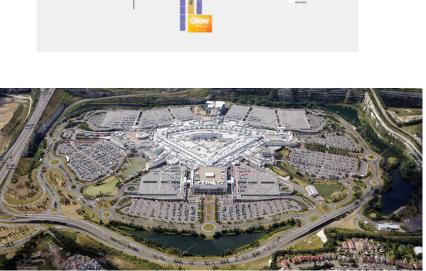
## Part 1 – History, Facts, Trends & Data

## Super/Major - Regional

- GLA above 60,000sqm
- Destination shopping
- Full day out retail

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- One or multiple department stores
- One or multiple full-line super-market
- One or multiple full-line discount department store
- 100+ speciality stores
- Large food court and restaurants
- Multiple entertainment offer such as cinemas
- Heavy zoning and regions
- Range of banks and service offers
- Usually located on arterial roads and out of town.





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## Part 1 – History, Facts, Trends & Data

#### Hypermarket Gallery

ICS(

- Typically GLA between 10,000 30,000sqm
- Has dominant retail offer combining supermarket and discount and/or department store
- Best examples are Carrefour and Walmart
- Limited range of speciality shops to support main anchor. Generally between 10 – 50 retailers
- Convenience is key.
- Small and limited food offer
- Limited entertainment offer
- Large amount of car-parking





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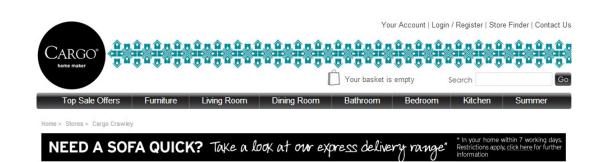
## Part 1 – History, Facts, Trends & Data

#### **Speciality Centre**

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- No dominant anchor.
- Focuses on specific market segment such as entertainment, leisure, home-wares, high-end fashion, cheap imports & others.
- Generally small in size and often converted from previous uses.





## Part 1 – History, Facts, Trends & Data

## Factory & Designer Outlets

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- Manufacturer sells their products directly to the public.
- Generally discounted and fashion orientated.
- No dominant anchor.
- Can be indoor or outdoor.
- Started in USA and spread to Europe through McArthur Glen.
- Airports often be 'de-facto' outlet centres.
- Trading area significantly larger.





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## Part 1 – History, Facts, Trends & Data

# Big Box, Power Centre & Retail Park

• Generally outdoor.

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- Large format stores with large floor space.
- Bulky goods focus such as home-wares, garden, electrical, automotive, supermarkets and others.
- Usually smaller speciality retail mix to support anchors (food, newsagent).
- Generally out of town or on main arterial roads.
- Massive growth in USA, Australia & UK, Europe catching-up.
- Can be as part of greater retail development including shopping centre.







- 1. Shopping centre management & its various elements.
- 2. Ownership and management structures.
- 3. Marketing, retail principles & tenant relationships.



## What is Shopping Centre Management?

- Depends on management model, ownership structure and size of asset.
- Europe and UK have division of responsibility into two areas; asset management and property management.
- Top of the retail asset management food chain due to complexity.
- Property management and asset management roles:
  - 1. Operations: Property Management
  - 2. Marketing: Property Management
  - 3. Administration: Property & Asset Management
  - 4. Executive & Other Disciplines: Property & Asset Management



#### **Shopping Centre Management Structures**

#### How is it managed?

- What is asset management?
- What is property management?
- What is fund management?
- In-house management.
- Outsourced management.
- Hybrid models.
- Conflict of interests (eg: Total Facilities Management)



## **Shopping Centre Managers Role**

- Glue in the middle.
- Director of good impressions.
- Level of delegated responsibility.
- Tenant management.
- Centre rules enforcer
- Risk management.
- Communicator.
- Dispute resolver.
- Personnel manager.
- Read periodical and industry specific publications.
- Always write everything down, including use of file notes.



#### **Shopping Centre Management Structures**

#### Who is the owner?

- Stock exchange and non stock exchange listed companies
- Individual company 1 owner
- Individual company 1 or more owners
- Real Estate Investment Trusts (REIT) publicly or privately held
- Joint venture
- Fund managers
- Financial institutions, administration and distressed properties

# All ownership models have different rules, regulations and structures.



## **Operations Management**

- Outgoings or Service Charge Management
- Total Facilities Management
- Maintenance
- Security
- Cleaning/Janitorial
- Physical Plant & Life Cycle Costing
- Service Contracts
- Health & Safety including Fire Strategy
- Day to Day Tasks
- Staffing
- Environmental Sustainability



## **Marketing Management**

- Marketing budget.
- Marketing objectives.
- Marketing plan.
- Asset size and catchment area.
- Owners contribution including marketing managers wages.
- Head office or group contributions.
- Income from marketing activity such as sponsorship.
- Retailer assistance.



### Marketing Management... Cont

- How does it affect footfall and/or sales?
- Financial impact
- Marketing goals
- Public relations
- Retail and tenant management
- Centre manager and marketing managers role



### **Administration Management**

- Centralised or de-Centralised.
- Accounts payable and receivable cash versus accrual accounting.
- Debt management.
- Insurance.
- Reporting.
- Compliance.
- Human resources.



## **Executive & Other Disciplines**

- Business Plan
- Government & Community Relations
- Legal
- Leasing
- Owner Relations & Communication
- Retailer Relations
- Crisis Management
- Marketing
- Other responsibilities



## **Shopping Centre Stakeholders**

- Owners & owners representatives
- Managers
- Developers
- Agents
- Consultants
- Retailers & tenants
- Contractors
- Local, regional and national authorities
- Customers
- Community, charity and non-profit organisations
- Local residents
- Media
- Others?

#### Each has its own priorities and vested interests



## **Shopping Centre Management**

#### **Development Management**

- Developments and re-developments.
- Relationship between development & asset management.
- Relationship between development & property management.
- Normally always separate companies, but could have same owner.
- Development profit.
- Hand-over from development to asset/property management.

#### Agents & Consultants

- Leasing agents and in-house leasing process.
- In-house, outsource and hybrid models.
- Specific consultants.
- Specific 'niche' functions.



### **Retailers Fundamentals**

- Retail math concepts
- Benchmarking
- Retail P&L statement
- Merchandising
- Retail watch list: Top 10 and bottom 10 retailers



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## **Retail Math Concepts**

#### **Gross Profit Margin Ratio**

Gross profit margin ratio = gross profit ÷ income

Or as %

Gross profit margin (%) = (gross profit ÷ income) x 100

#### **Net Profit Margin Ratio**

Net profit margin ratio = net profit ÷ income

Or as %

Net profit margin (%) = (net profit ÷ income) x 100

#### **Breakeven Analysis**

Number of units =

total fixed costs (unit selling price - variable unit cost)

Or as \$

Dollar value =

<u>total fixed costs</u> 1 - (total variable costs ÷ total sales)



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## Benchmarking

#### **Data Needed**

- Industry (i.e. bakery)
- Permitted use (i.e. bakery including coffee)
- Location (i.e. shopping centre)
- Type of business (i.e. included licensed seating)
- Trading hours (i.e. 6 days)

#### **Key Ratios**

- Occupancy cost %
- Sales per square metre
- Wage ratio %
- Sales per staff member



#### **Some Retail Benchmarking**

#### Footwear

Benchmark ratio	Annual turnover range			
Income tax return	\$65,000 - \$150,000	\$150,000 - \$600,000	More than \$600,000	
Labour/turnover	21% – 25%	11% – 16%	12% – 16%	
Rent/turnover	14% - 21%	9% – 15%	9% – 13%	

Last modified: 25 Mar 2014

QC 38688

#### Supermarket

Benchmark ratio	Annual turnover range			
Income tax return	\$65,000 - \$300,000	\$300,000 - \$950,000	More than \$950,000	
Labour/turnover	8% – 11%	5% - 9%	6% - 9%	
Rent/turnover	8% – 13%	6% - 10%	3% – 5%	

Last modified: 25 Mar 2014

QC 38716

#### Source: Australian Tax Office

#### **Toy/Game Retailing**

Benchmark ratio	Annual turnover range				
Income tax return	\$65,000 - \$150,000	\$150,000 - \$550,000	More than \$550,000		
Labour/turnover	13% – 15%	8% – 13%	10% - 14%		
Rent/turnover	10% – 16%	8% – 13%	6% – 11%		
Motor vehicle expenses/turnover	2% - 4%	1% – 2%	1%		

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QC 38622

#### Clothing

Benchmark ratio	Annual turnover range				
Income tax return	\$65,000 - \$250,000	\$250,000 - \$500,000	More than \$500,000		
Labour/turnover	11% – 18%	9% – 15%	11% – 16%		
Rent/turnover	13% – 21%	10% – 17%	8% - 14%		
Motor vehicle expenses/turnover	2% – 3%	1% – 2%	1%		



#### **Some Retail Benchmarking**

#### **Books**

Benchmark ratio	А	Annual turnover range			
Income tax return	\$65,000 - \$250,000	\$250,000 - \$750,000	More than \$750,000		
Labour/turnover	12% – 20%	11% – 15%	11% – 15%		
Rent/turnover	11% – 19%	8% – 12%	6% – 11%		

Last modified: 25 Mar 2014

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#### **Discount & Variety**

Benchmark ratio	Annual turnover range			
Income tax return	\$65,000 - \$250,000	\$250,000 - \$600,000	More than \$600,000	
Labour/turnover	12% - 14%	9% – 16%	9% - 15%	
Rent/turnover	19% – 26%	16% – 21%	11% – 19%	
Motor vehicle expenses/turnover	2% - 3%	1% – 2%	1%	

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#### **Music & DVD**

Benchmark ratio	atio Annual turnover range	
Income tax return	\$65,000 - \$350,000	More than \$350,000
Labour/turnover	15% – 22%	11% – 20%
Rent/turnover	8% – 16%	5% – 11%
Motor vehicle expenses/turnover	2% – 5%	1% – 2%

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Last modified: 25 Mar 2014

QC 386

#### **Homewares**

Benchmark ratio	A	Annual turnover range		
Income tax return	\$65,000 - \$250,000	\$250,000 - \$900,000	More than \$900,000	
Labour/turnover	12% – 18%	10% – 15%	11% – 16%	
Rent/turnover	12% – 21%	10% – 19%	8% – 15%	

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#### Part 2 – Management & Retail Overview

#### **Retailer P&L Statement**

#### **Example Profit and Loss Statement**

	Total revenue	\$	1,000,000	100%
Less	Cost of Goods Sold	\$	426,200	42.6%
	Gross Profit	\$	573,800	57.4%
Less	Expenses			
	Accounting and legal fees	\$	11,700	
	Advertising	\$	15,000	
	Depreciaion	\$	38,000	
	Electricity	\$	2,700	
	Insurance	\$	15,200	
	Interest and bank charges	\$	27,300	
	Postage	\$	1,500	
	Printing and stationary	\$	8,700	
	Professional memberships	\$	1,800	
	Rent for premises	S	74,300	
	Repairs and maintenance	\$	21,100	
	Training	\$	6,900	
	Vehicle operating costs	\$	20,000	
	Wages and salaries	\$	223,500	
	Workers compensation	\$	6,500	
	All other expenses	\$	14,100	
	•			
Less	Total Expenses	\$ _	488,300	48.8%
Equals	Net Profit (BOS)	\$	85,500	8.6%

BOS = Before owners salarv

Source: Western Australian Government, Small Business Development Corporation

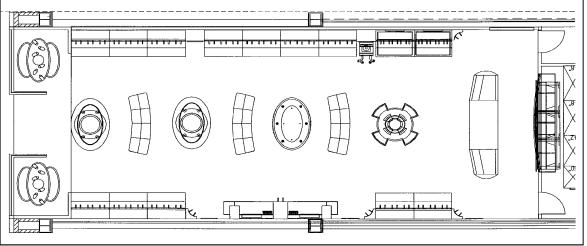


## Merchandising

- No hand-written signs!
- All must link together for 1 theme.
- The senses
  - a) Sight
  - b) Sound
  - c) Scent
  - d) Touch



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## Merchandising

- Technical and design criteria, including:
  - a) Storefront Entries
  - b) Entry Floor
  - c) Storefront Windows
  - d) Display Zone
  - e) Storefront Closure
  - f) Storefront Colour
  - g) Finish Materials
  - h) Signage
  - i) Floorings
  - j) Ceilings
  - k) Partitions
  - I) Finish Materials
  - m) Floor Plan/Circulation Design
  - n) Fixtures & Merchandise Displays
  - o) Cash Wrap
  - p) Light Fixtures
  - q) Architectural & General Lighting
  - r) Ornamental Hardware



#### **Merchandise Philosophy**

- Ease of movement around goods, and ease of purchase for customers
- □ Stimulate the senses: sight, sound, touch, taste and smell
- Cater to the type of shopping: impulse, everyday, distress, special or leisure
- □ Shape: symmetrical, asymmetrical, composite, grouping
- Design: theme, open, coordinated
- Product Use: subtle, dominant
- □ Layout: space, shelving, flow of goods and people, fixtures
- □ Aesthetics: lighting, warmth, colour



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## Legal & Risk

- Risk management is everything.
- Always get legal opinion if unsure.
- Read the lease or contract.
- Always identify risks across the board, including personal, legal, business plan, financial, etc.
- Know and be familiar with local, national and international laws.
- Compliance with local authorities on issues such as roads, especially if part of a development agreement.
- Types of legal issues.
- Handling legal issues.
- In-house and external legal assistance.



### Part 3 – Strategic Shopping Centre Management

- 1. Human Resource Management.
- 2. Strategic Planning
- 3. Improving the Bottom Line



#### **Human Resource Management**

- Leadership style:
  - 1. Democratic
  - 2. Autocratic
  - 3. Laissez Fare
- Internal = Human resource management.
- External = Stakeholder, community & contractor management.
- Praise, Improvement, Encouragement (PIE).
- Legislation
- Organizational Skills
- Recruiting/Hiring/Compensation/Disciplinary Action/Separation
- Training and Skills Development
- Performance Appraisal and Counselling



#### **Strategic Planning**

Strategic Plan and Elements:

- The Business Plan
- Leasing Plan
- Redevelopment Plan
- Operational Plan
- Marketing Plan
- Financial Plan



#### **Improving the Bottom Line**

There is only two ways of increasing financial performance:

- 1. Increase Operating Income, or
- 2. Decrease Operating Expenses

#### **Group Exercise:**

List ways and tactics to:

- 1. Increase Operating Income
- 2. Decrease Operating Expenses
- 3. Minimise risks



#### **Summary & Conclusion**

- Summary
- Future of Management in Shopping Centres
- Expanding the Scope of Management
- Questions and Answers
- Open Forum for Additional Discussion

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## Part 4 – Summary & Conclusion

## THANK YOU



## **Class Evaluation:**

Please remember to complete the class evaluation by using your smartphone or tablet.

**Class Evaluations Link:** 

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2. Session increased my knowledge.	5	4	3	2	1			Session	•• • • suvey/csc.org =•
3. Content was timely and relevant.	5	4	3	2	1			C Excellent	
4. Session and materials were organized.	5	4	3	2	1			C devel C Ren C Ren	151
STRUCTOR(S):	Ex	cellect			Poor			Baselini Increased ay Monthlage."	ICSC Session
1. Satisfaction with the instructor overall.	5	4	3	2	1			<ul> <li>○ Very Boot</li> <li>○ dease</li> <li>○ Ase</li> </ul>	Evaluation
2. Instructor demonstrated a strong command of the information.	5	4	3	2	1	$\mathbf{\nabla}$		<ul> <li>Part</li> <li>Gentret was Swely and warvest, "</li> <li>Gentret:</li> <li>Yes South</li> </ul>	To help us plan future schools, please answer
<ol> <li>Instructor was enthusiastic, professional and kept me engaged in the learning.</li> </ol>	5	4	3	2	1			<ul> <li>Orand</li> <li>Apr</li> <li>Apar</li> <li>Basetics and matching user equations: "</li> </ul>	to help us plan tuture schools, prease answer the following questions. Select Session to Evaluate "
4. Instructor provided practical and relevant example	oples.5	4	3	2	1			C Evaluet C Vey Boot C Good	Select One
DMMENTS:								C Ren C Per	
1. What issues, challenges or trends are you deal	ing with	sow that	t could	be seco	mmended for			Instructor	Session
future education session?								Belahober with the instructor event," () Exercises	Satisfaction with the program overall.
2. What is the most valuable takeaway you gaine	d from t	be sessio	e?						O Excelent
									O Very Good
3. What enhancement would you recommend for	the sess	ios?							() Fair
4. Additional comments?		_							
			_						



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