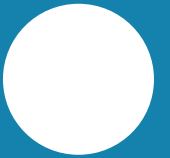


Porto
Business
School



Consulting Team

VISION MALLS

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What should be the future for shopping mall in Portland and Hartford?

1

Future Income

- Closing Down
- Trend of Online Shopping
- Mall's Traffic

Recommendation Overview



Portland Mall

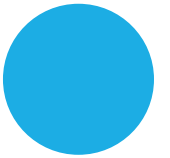
- Creation of Office Space
- Business Hotel Accommodation



Hartford Mall

- Parking-lot
- Showrooms for Online Businesses

Analysis



Problem Statement

Analysis

Recommendation

Financials

Implementation & Risks

How is your business doing

Portland Mall (Maine)

Mortgage free - Opportunity for further risky investments

Surrounded by small business – In need of office support

Airport close by – Business meeting places are in high demand

Ample parking lot – Ability to receive many visitors

Office space already available

Hartford Mall (Maine)

Parking lot misused by train users - Opportunity for partnership with train station

Current stores are closing – Online business are taking over but can use physical support

Surrounded by baby boomers and high-tech businesses– Start ups and business areas are needed to support them

Sizable Mortgage – Less risky solutions

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Future trends can be a threat and an opportunity for us

Online shopping growth

- Leading our retail stores to bankruptcy



Physical show rooms are growing in demand

Business hubs and incubators

- Start-ups and small business need physical support



Incubators and business support hubs are in high demand

Use of greener transportation is increasing

- Trains are one of the main means of transportation



Local parking lot in Hartford can be of best use

Summing up

S

- Location near business people
- Total ownership of Portland mall

W

- Profit dependable of local retail stores

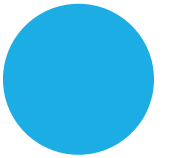
O

- Growth in business centers demand
- Parking lots to support usage of greener solutions

T

- Online stores taking over brick and mortar

Recommendation



Problem Statement

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Recommendation - Portland

Alternatives			
Creation of Office Spaces & Business Hotel			
Bring In Anchor Stores			

Recommendation - Portland

Alternatives	Traffic Generation	Risk	Total
Creation of Office Spaces & Business Hotel	++++	++	6
Bring In Anchor Stores	++	+	3

Recommendation - Hartford

Alternatives	Traffic Generation	Revenues	Total
Office Spaces	++	+	3
Showrooms for online stores	+++	+	4
Charging Parking Lot	+++	++	5

Recommendation

Portland

Hartford

Problem Statement

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Recommendation



Portland



Hartford

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Recommendation

Portland

- Office Spaces areas for local business support:
 - Hot-desks space
 - Incubators for start-up in partnership university of Maine
 - Small Business facilities (training center, meeting rooms)
- Business Hotel:
 - Partnership JW Marriot to provide short stay accommodation from airport travelers
- Re-brand and re-name of Mall Image to
 - PortMall

Recommendation

Portland

Hartford

Problem Statement

Analysis

Recommendation

Financials

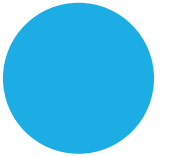
Implementation & Risks



Hartford

- Creation of parking-lot space:
 - Promotion of Mall shops in parking ticket
 - Rebate of parking ticket in shopping (Groceries store)
- Showrooms:
 - Amazon delivery station
 - Showroom for National and Connecticut online stores (Apparel)
- Re-brand and re-name of Mall Image to
 - H(e)artMall

Financial Impact



Financial Impact

Assumptions	
Available Parking space	400 cars
Installation Cost Per Workstation	\$1000
Average Parking fare Per car	\$5

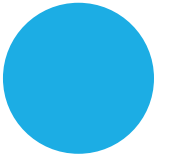
Investments	
Expense for office space	\$500,000

Financial Impact

Revenues generated from office space	\$500,000/month
Revenues generated from parking	\$80000/month

	2018	2019	2020
Revenues	5,200,000	6,100,000	6,960,000

Implementation Impact



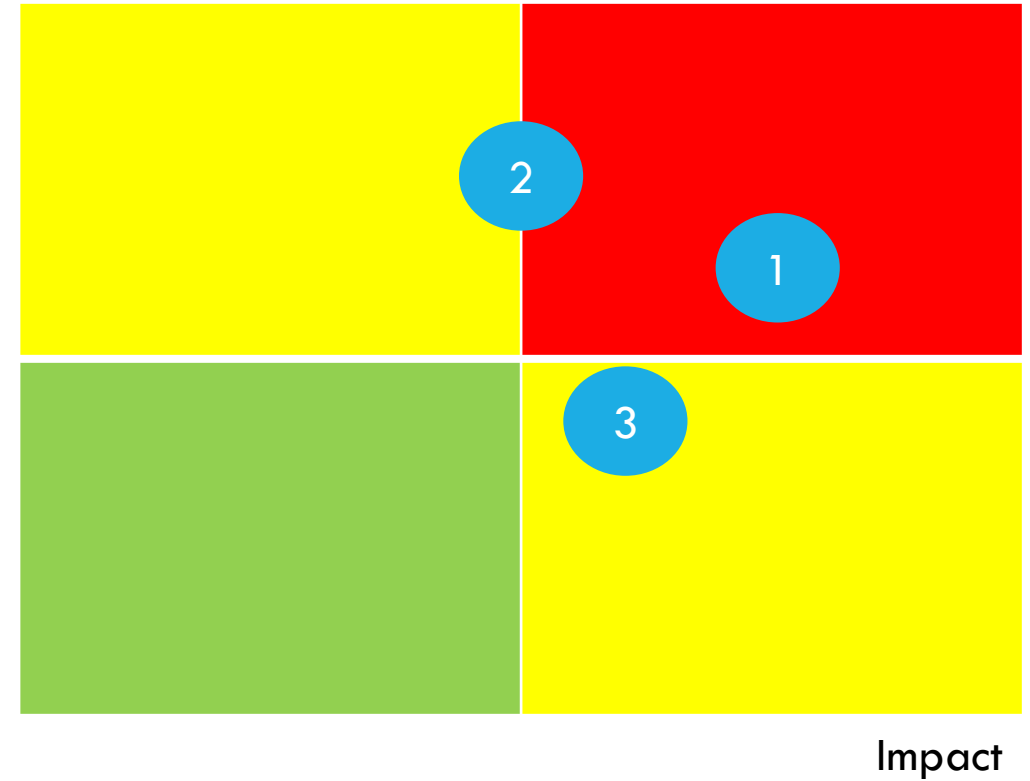
Implementation Plan

Activities	2018	2019	2020
Portland			
Create a project team	■		
Develop a turn-over strategy	■		
Negotiate with JW Marriot		■	■
Negotiate with University of Maine & Startup Incubator		■	
Re-brand and re-name of mall	■		
Hartford			
Create a project team	■		
Develop a turn-over strategy	■		
Negotiate with Amazon for delivery station		■	
Negotiate with online stores for setup of showrooms		■	
Re-brand and re-name of mall	■		

Risks

#	Risk	Mitigation Action
1	Negotiation with JW Marriot failing	Partner with Ibis Hotel Group
2	Startup incubator & office desks	Low hosting rates
3	Fail to attract Amazon or showroom partners	UPS or DHL delivery stations

Probability



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Recommendation Overview



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