

# Aims for profitability

**Xiamen University**

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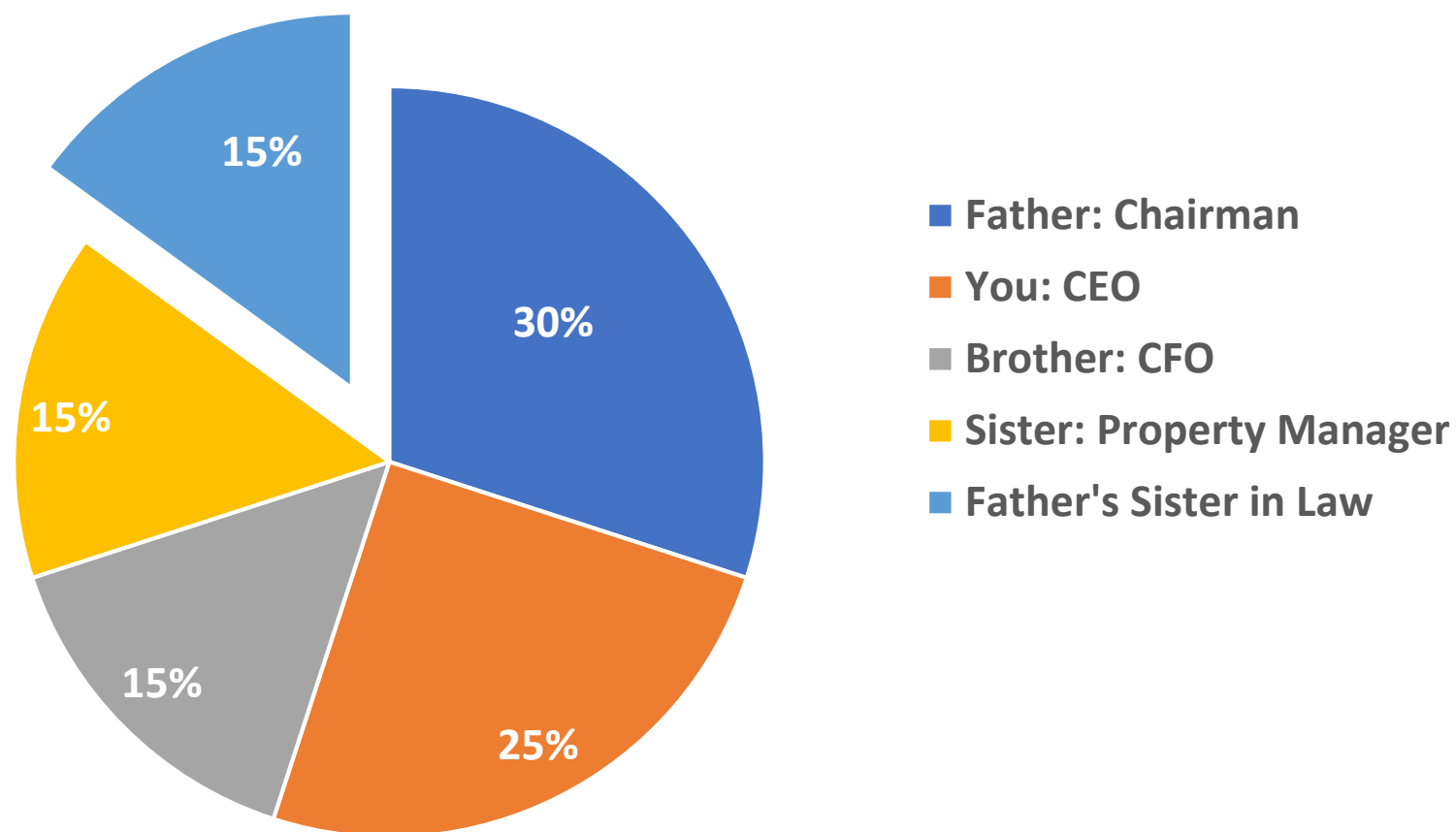
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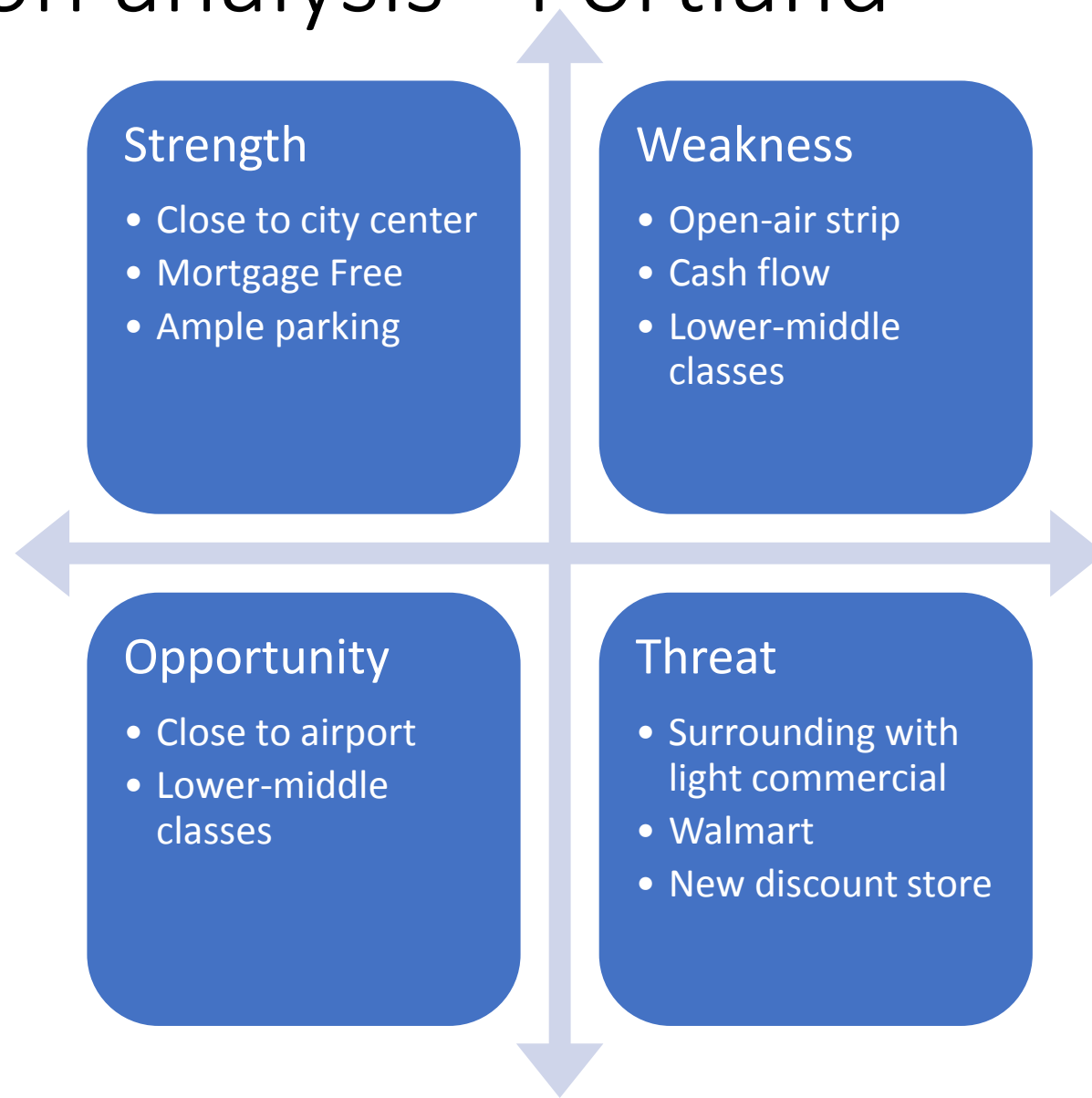
# Situations

By Stefanie

# Situations – Company Share



# Situation analysis - Portland



# Situations - Connecticut mall



# Situations - Environment

- Online shopping impacts
- Pedestrian traffic decreased rapidly
- Lessors are suffering, plan to not renew leases
- > 25% of leases will expire in 2018

# Options and selections

By Michael



# Options – Sell two malls

- They are the only family business
  - Lessors on hand
  - Hard to find the buyers in short term for better prices
- 
- NO!

# Options – Change to other business

Usage	Portland	Hartford
Hotel	Yes	No
Restaurant & Entertainment	NO	Yes
Office	Yes	Yes
Apartment	Yes	No
Parking lot	No	Yes

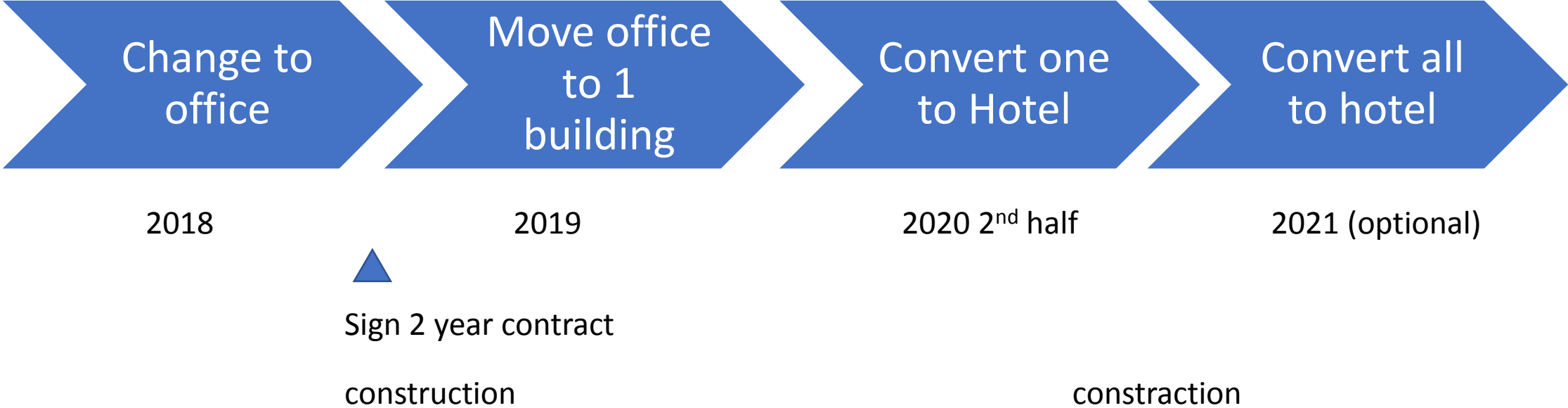
# Options – Change to other business

Usage	Portland	Hartford
Hotel	Cost: High Profit: High √	
Restaurant & Entertainment		Cost: low Profit: High √
Office	Cost: low Profit: High √√	Cost: low Profit: High √
Apartment	Cost: Medium Profit: Medium	
Parking lot		Cost: low Profit: Low √√

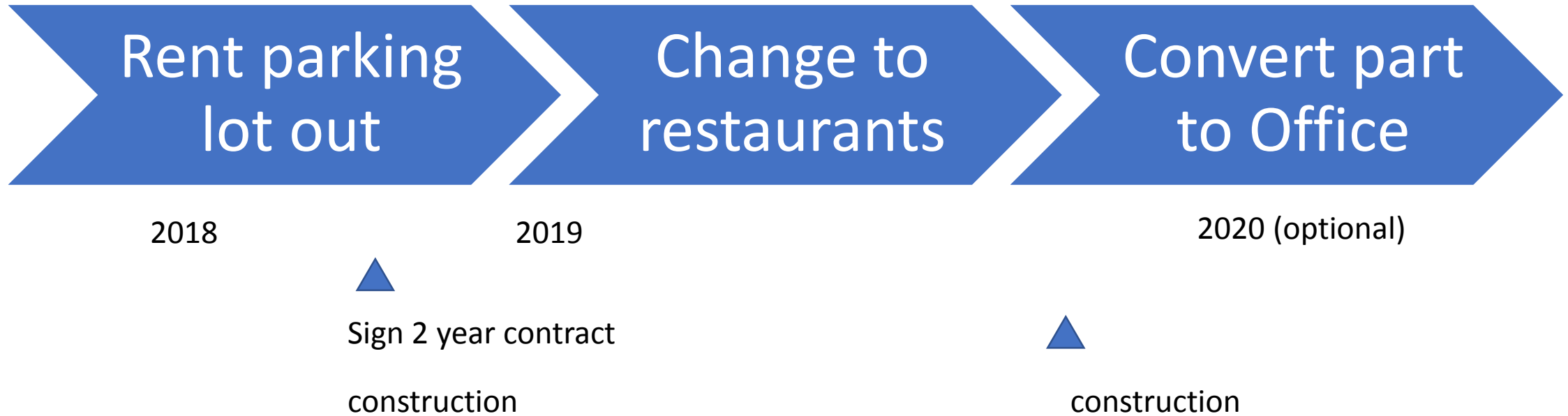
# Implementation and millstone

By Oliver

# Implementation and Milestone Portland



# Implementation and Milestone Hartford



# Finance

By Allen

# Expected income

	<b>Short term</b>	<b>Long term</b>
<b>Portland</b>		
Change to office	13,980,000	0
Change to hotel	0	25,000,000
<b>Subtotal</b>	<b>13,980,000</b>	<b>25,000,000</b>
<b>Hartford</b>		
Restaurant	8,290,800	11,844,000
Office	8,010,000	8,900,000
Parking lot	720,000	864,000
<b>Subtotal</b>	<b>17,020,800</b>	<b>21,608,000</b>
<b>Total</b>	<b>31,000,800</b>	<b>46,608,000</b>



# Risks and Mitigations

By Allen

# Risks and Mitigations

Risks	Mitigations
Lessor relationship	Pre-Communication and control contract duration
Lack of Construction Fee	Attract outer investment
Construction Noise	Communication with society Construction in night shift