

IMPLEMENTATION PROJECT



Wholesale Mall

FACTORY OUTLET WHOLESale MALL

IMPLEMENTATION PLAN

Introduction:

Wholesale businesses buy in bulk from a manufacturer or distributor to resell in smaller volumes. Due to the large quantities of their orders, wholesalers can purchase items at a reduced price before selling for profit. They traditionally follow a business to business (B2B) model, but an increasing number of wholesalers also sell directly to consumers. Here we are offering.

Wholesale Market- Factory outlet Mall of 450 Chinese/Local factories:

The Giant Mart brings the largest wholesale marketplace as a one-stop destination for all supplies. Giant Mart will be located in the surrounding of any big city. It will feature more than 450 Chinese/local showrooms that sell every possible commodity. Giant mart apart from providing pleasing and spacious shopping experience it will be filled with a large collection of furniture, household items, electronics, electrical products, clothes, accessories, cosmetics, toys, and all essential items one can dream of.

450 Chinese/Local showrooms mean 450 factories which will be accessible to masses. These showrooms will provide & play a vital role in satisfying the ever increasing demand of Chinese/Local products in Pakistan's Market.

Elegantly and modernistic designed Mart will enhance the shopping experience of people. It will have a gigantic maze-like twisted structure, full of stalls and variety.

Exclusivity of project to its showroom owners; SELL BUSINESS NOT SPACE IN MALL

Providing distribution rights of Factory products (Terms & conditions apply)

Import/export assistance

Ordering, packing and shipping from China

Clearing and forwarding services.

Showroom display management assistance

Training for newcomers in business; we will provide easy avenues and essential training to newcomers who are willing to tap the local market of Pakistan.

Prime features of wholesale market & its economic benefits for Exporters/ Customers

Controlled price

Link between manufacturers and customers

Bulk buying

450 factory's product under one roof

Re-export facility to Afghanistan, Russia and Central Asian countries

FUTURISTIC WHOLESALE CONCEPT

Purpose of the Project:

Import Market:

Pakistan is a market of 220 million people. It is a huge market with massive potential. The total import bill of Pakistan has crossed a record \$80 billion, showing 42 per cent increase during fiscal year 2021/2022, according to official data released by Pakistan Bureau of Statistics (PBS). Country's import's totaled around \$80 billion divided between oil and energy imports, electronics, machinery, Iron steel, Pharmaceutical products and other finished goods. Whereas, Pakistan Imports from China were \$20.64 Billion during 2021, according to the United Nations COMTRADE database on international trade.

China has been Pakistan's trading partner since the country got independence. Economic ties have been strengthening between the countries day by day. **CPEC (China-Pakistan Economic Corridor)** have aligned both countries economic interests as a result we are seeing surging demands of Chinese products in Pakistan's local market. Giant Mart in this scenario will be striking gold in the right opportune moment.

Export Market:

China-Pakistan Economic Corridor is a framework of regional connectivity. CPEC will not only benefit China and Pakistan but will have positive impact on Iran, Russia, Afghanistan, Central Asian Republic, and the region. It will create higher volume of flow of trade and businesses, producing and moving energy to have more optimal businesses and enhancement of co-operation by win-win model will result in well connected, integrated region of shared destiny, harmony and development.



China Pakistan Economic Corridor, \$62 billion project, has become the foremost regional

integration initiative between China and Pakistan. The project is also open to all interested regional stakeholders, among which Central Asia is one of the most important in trade and economic viewpoint. CPEC is journey towards economic regionalization in the globalized world. China Pakistan Economic Corridor is hope of better region of the future with peace, development and growth of economy. CPEC is aimed at increasing the connectivity of the region which will result in increase of country's export. In this light Giant Mart can play an important part in opening door to Chinese vendors and provide them access to Pakistan's market more effectively and efficiently than the current market.

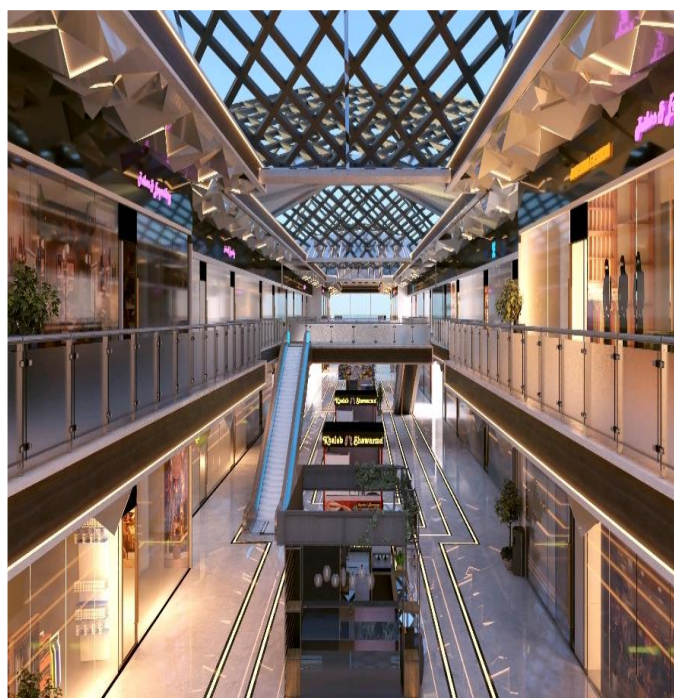
Under CPEC Development program:

Special Economic zones under construction

- 1 .Rashakai Special Economic Zone
2. Dhabeji Special Economic Zone
3. Allama Iqbal Industrial City
4. Bostan Special Economic Zone

In-Pipeline Projects:

5. ICT Model Industrial Zone
6. Industrial Park on Pakistan Steel Mill Land
7. Mirpur Industrial Zone
8. Mohmand Marble City
9. Moqpondass Special Economic Zone



China is building CPEC to do the business with Iran, Russia, Afghanistan, Central Asian Republic, and the region by using land route of Pakistan. These economic zones will increase foreign direct investment (FDI), greater access and competitive edge in the global market, improving the skills of the local workforce and helping diversify exports etc. Special economic zones (SEZs) also include free-trade areas, export-processing zones, and industrial parks etc. that incentivize innovation over a multitude of industries.

Assumptions and Constraints:

As we mentioned that the project we are discussing will be one of its kind in Pakistan, we are planning it well and efficiently calculating all aspects to avoid maximum constraints we may face.

Schedule

Planning & design will take 12 months

Construction in 4 Phases

Each phase takes 24 months

Commissioning in 6 months

Steps to succeed wholesale Mall

We need to tackle some important decisions as we are planning to open a business in the wholesale industry. Business planning is vital to the success of any venture, so we will follow these eight simple steps to ensure success of our wholesale Mall.

1. Analyze the market

The first step is analyzing the market to identify opportunities. Business to be viable, there must be demand for goods and services. Therefore, we are in process of market research to understand what types of products customers demand and which retailers align with that target audience.

In addition, competitor research will allow us to find a gap in the market so we can differentiate our business from its competitors, whether on product lines, order sizes, price, or quality of service.

2. Choose a business model

The most common type of wholesaler is a merchant wholesaler, which buy bulk order from manufacturers to supply other businesses. We as wholesale Mall will offer our traders to buy products from manufacturers and sell them to retailers and direct clients. Offer delivery service and online selling supports as well. This model will attract the multitude.

3. Find a location

Unlike a retailer, we won't need to budget for a spot on the high street or invest in curb appeal to attract shoppers. However, a large amount of space is required to store bulk-ordered

goods, so find a location with low business rates. Most important is to have the Products under one roof.

4. Pick your suppliers

Finding reliable suppliers is key to the success of our business, to source a reputable supplier, be sure to check working with certified manufacturers before we recommend our traders to start selling their goods.

5. Optimize our sales channels

We will support our traders to add online selling to adjust to new ways of working. As a result, using an e-commerce platform or online marketplace could help our traders reach more customers and offer a more convenient buying experience.

6. Promote the business

There are many marketing and advertising techniques to raise the profile of a Mall business, even on a low budget. Depending on our target audience, this may require online or offline outreach, or a combination of both.

For online marketing, wholesale Mall can use social media and email campaigns to drive website traffic. Beyond digital channels, consider distributing leaflets to potential customers, creating media campaigns, or placing advertisements in trade journals and local directories.

7. Set the pricing

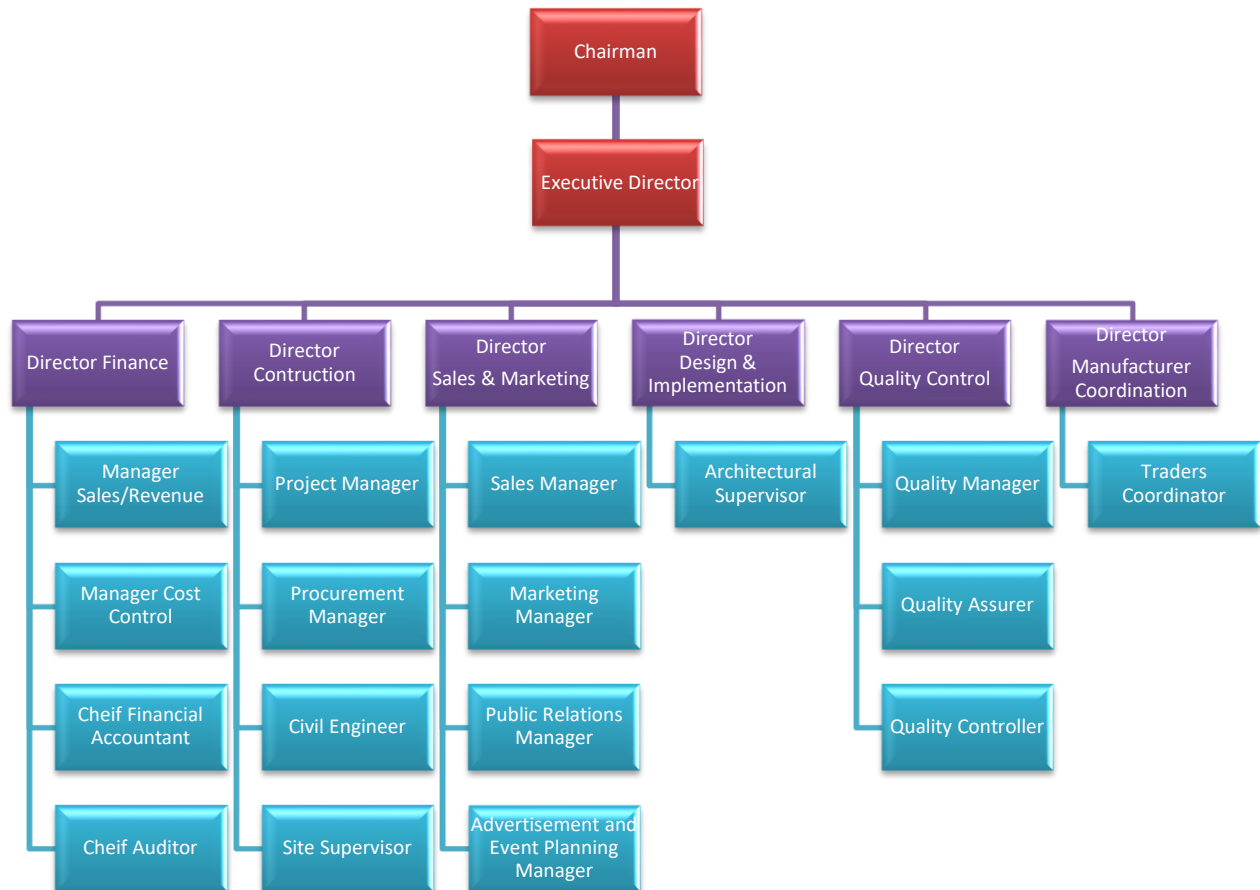
Once we've chosen the product range and manufacturers, we can establish our prices and minimum order quantities. Whereas profit is important, we should focus on establishing solid relationships with customers and manufacturers. Special offers will attract new customers to our business and encourage larger orders, but make sure to calculate the best discount price without diminishing profits.

8. Leverage technology

There are few tools and platforms that are essential for any wholesale business. Inventory management software is perhaps the most important for a growing wholesaler as this technology will streamline our operations and reduced losses. By using automated inventory management, we can easily track our stock, identify changes in demand, and avoid storing large amounts of unsold inventory.

Project Organization:

The project will be organized by a team of highly qualified individuals who are able and skilled in their capacities. A strong organized structure brings efficient control of the project and ensures future success. It provides the arrangement for decisions on how to realize a project. It decides the project's process: planning how its costs, deadlines, personnel, and tools that will be implemented.



Hierarchical structure of the Giant Mart features a strong board of Directors chaired by the Chairman and Executive director of the Board. The board of directors will lead an efficient team of managers who will be tasked with bringing and managing the control of the entire project.

Chairman: The Chairman is responsible for leading the Board and focusing it on strategic matters, overseeing the Group's business and setting high governance standards. He plays a pivotal role in fostering the effectiveness of the Board and individual Directors, both inside and outside the board room.

Board of Directors: The Executive director is responsible for establishing policies for managing oversight of the co-operation or organization and day to day execution and making decisions about important issues a company or organization faces as per the direction of the chairman. Board of directors provides organizational structure. The purpose of a board of directors includes developing an organization's policies, strategizing ways to meet goals, ensuring that operations run smoothly and efficiently.

Director Construction: They ensure jobs are completed on time and within budget, to the standard expected of the company. Director construction manages schedules of work and delegate tasks and manages their teams, to ensure that each phase of the project is completed as planned.



Director Finance: A Director Finance is responsible for the company's long-term financial health and growth. They establish strategies that will earn profits, oversee accounting operations, produce accurate reports on where money is going within the business and improve or change current practices to increase efficiency.

Director Sale & Marketing: Director Sales and marketing is responsible for establishing and directing the marketing and sales activities of an organization including advertising and public relations. These activities affect the direction and goals of business.



Director Design and Implementation: Director will be responsible for ensuring the design implementation of the project. He will supervise all architectural works and ensure all works are carried out in accordance to approved specifications.

Director Quality Control: A Quality Control director makes sure Quality of Process, Construction, Marketing, and Finance. He will



ensure that project is delivered on time and within budget. The role oversees all the systems, processes, and initiatives that alleviate quality issues.

Director Manufacturer Coordination: Director will be responsible for communicating and bringing in foreign Chinese/local manufacturers to the Mart. He will be responsible for signing the MOUs with the interested parties and encourage smooth partnership opportunities with Chinese / local traders looking to expand and explore Pakistani as well as export Market.



Mall Management System:

Mall management System is an overall solution for the operation and maintenance of an entire building infrastructure, services and utilities. The system ensures that they are used in an efficient way and are consistent with the purpose for which they have been organized. Mall Management System encompasses operations, facilities management, security, accounts, common area maintenance, marketing, leasing, and all the other functions even remotely related to a mall.



The biggest problem in this industry is finding the right kind of tenants, while leasing out, it is important to keep in mind the image you want to create in the customer's mind.

Mall management is a growing phenomenon in the Pakistani industry. The Pakistan retail market is expected to continue its growth trajectory in coming years also.

Mall Management includes five important features:

- 1. Positioning.**
- 2. Zoning.**
- 3. Promotions and Marketing.**
- 4. Facility Management.**
- 5. Financing.**



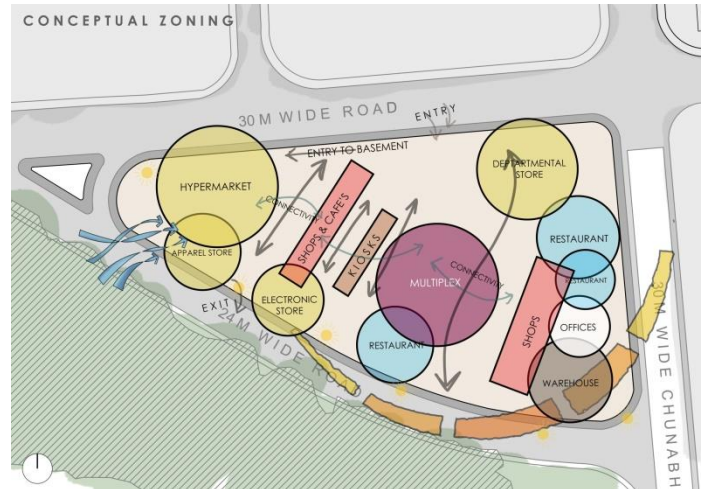
1. Positioning:

It refers to defining the category of services offered by a mall. Generally mall positioning is determined after a detailed survey of households in the area where mall is going to be located. This survey includes demographics, income levels and competition in the area. It also includes the location of the mall which is determined by the access and visibility etc. The primary objective of positioning is to create a distinguish image of a mall among consumers. It forms the basis for differentiating a mall from its competitors. Positioning assists in creating a distinctive image and 'top of mind' recall for the masses when they think of a mall.

In our situation our mall would be the pioneer in its class because there are many retail malls in Pakistan but Wholesale Mall would be one.

2. Zoning:

In the world of retailing, customers can be broadly divided into two categories namely focused buyers and impulse buyers. Focused buyers are those buyers who know what their requirements are and how to fulfill them. Therefore, they go to mall with the intention of buying and carry proper money, If it doesn't meet their criteria they leave it. While on the other hand, impulse buyers are those buyers who visit the mall with no intention of buying but if something, appeals them, they buy otherwise indulge into window shopping.



Both types of customers are important for a retail store. But question is how retailers should entertain them and increase revenues. Zoning is the solution of this problem that allows retailers to attract both types of consumers.

In our situation most important is the location near by any big city. Because it is wholesale mall so it will attracts the retailers and direct buyer for 450 products under one roof with whole sale prices.

3. Promotions and Marketing:

Promotional events that help promote brands are an essential part of mall management. Some of the most effective promotional models include celebrity visits, food festivals and talk shows, which increase footfalls and, as a result, increased revenues. Organizing cultural, national, and religious celebrations have also proved useful. Considering, mall developers can plan out marketing strategies for individual malls in order that match the requirements of retailers/local consumers and addressing the challenges of local or regional competitors.



4. Facility Management:

It refers to the integration of people, place, process and technology in a building. Facility management companies provide specialized services to malls ranging from parking, security, to housekeeping and cash management. Facility Management handle electro mechanical services like and suppression and fire detection, access control, power management, water management plumbing, Supply Chain, Marketing Research, Logistics and Design etc.

In addition to this they also offer business services like help desk management, guest relations,



and meeting room management. Few of facility management companies also provide soft services like pest control, cleaning, and physical and security surveillance, doorkeeper services, and administration services. There are few other expert functions that facility management companies are also taking

up. Under facility management various activities are classified as follows.

(A) Infrastructure Management:

It refers to the overall supervision and administration of various facilities provided to tenants, risk management measures such as adopting essential safety measures, conducting asset liability and environmental audits as well as imparting emergency and evacuation training. Under infrastructure management following facilities are offered:

- (i) Air conditioning,
- (ii) Provision of adequate power supply,
- (iii) Safety issues related of signage,
- (iv) Issues related to signage, water supply, sanitation, etc.
- (v) Water supplying and sanitation

All the above mentioned facilities provided to the tenants within the mall, form an integral part of mall management as these are considered the basic amenities that may tenant would look for in a mall



(B) Ambience Management:

This aspect refers to the management of the overall aesthetics and appearance of a mall. Under ambience management, following provisions/facilities are made:

- (i) Management of parks
- (ii) Management of fountains,
- (iii) Taking care of staircases
- (iv) Overall look of lifts and escalators
- (v) Music and overall look of the mall.

(C) Traffic Management:

Traffic management basically includes managing foot traffic into the mall and parking areas. Foot traffic management involves crowd management inside the operational area of a mall. The flow of people is related to the design of the mall and the distribution of its tenants. Under traffic management, facilities are offered to malls pertain to the effective managing of crowds, both within the premises and in the parking zone.

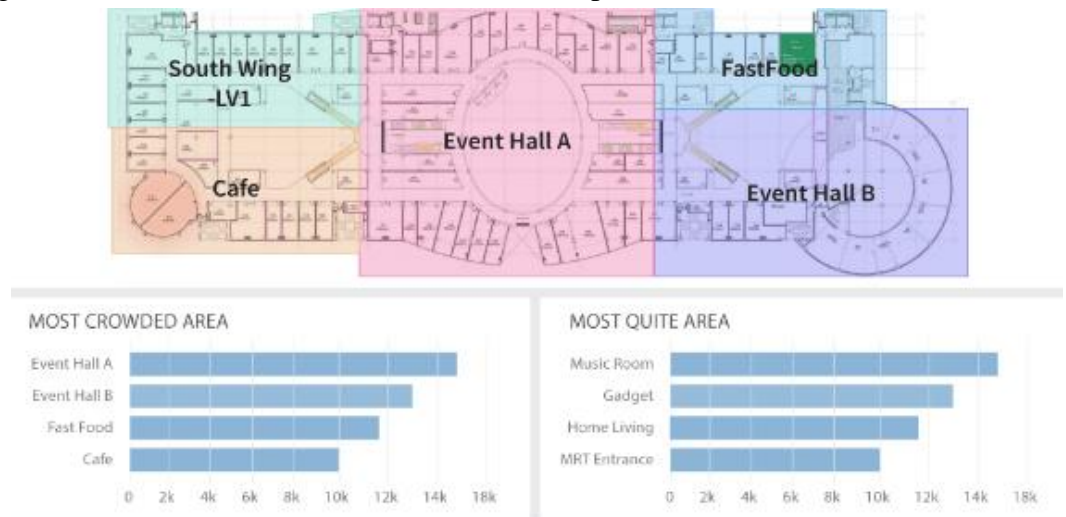
Until very recently, most Pakistani developers thought that mall management is merely another name for facilities management. The realization that these two concepts are different and that

professional mall management has immense bearing on the long-term viability and success of a mall is gradually being accepted. The significance of traffic management is increasing rapidly and

demanded by one and all because of the simple reason that the flow of people is related to the design of the mall and the spatial distribution of its tenants. A number of precautions must be taken care of while planning about the design of the mall to ensure the success of the project.

These are:

- (i) Managing foot traffic



- (ii) Parking management
- (iii) Better pedestrian flow
- (iv) Event management in and outside the malls

5. Finance Management:

Financial Management is concerned with the acquisition, financing, and management of assets with some overall goal in mind. Financial Management entails planning for the future for a person or a business enterprise to ensure a positive cash flow. It includes the administration and maintenance of financial assets. Besides, financial management covers the process of identifying and managing risk. Under finance management function, facilities management companies cover the following activities:



- (i) Accounting system to track the debt and invoices,
- (ii) Cash receipts and collection of income
- (iii) Organizing resources to deliver an efficient and effective annual audit.

Conclusion:

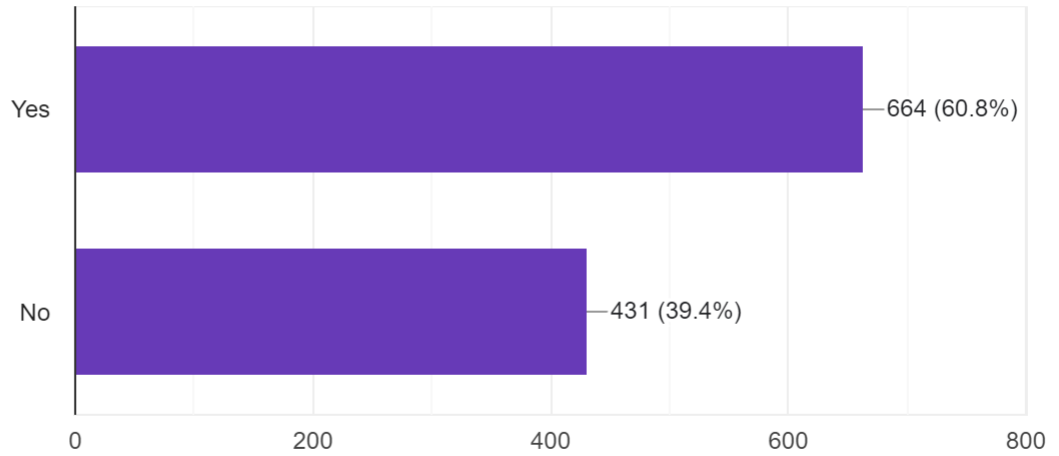
Governments of both the countries, China & Pakistan have done a lot. Now time to get involved the business community of both sides, China & Pakistan to speedup business activities. Giant Mart will be catalyst and part outgrowth of one of the fastest growing trade relationships between Pakistan and China. It will enhance mutual cooperation opportunities to people of both nations. There is a significance importance of Giant Mart project at this time because it is needed a well-planned, organized, systematic project with highly advance facilities management system to cater 220 million population and future exports for which CPEC is built and will be operative. CPEC land route and project location site are ideal and significantly important for the guaranteed success of the project.

Survey Analysis:

I am interested

1,093 responses

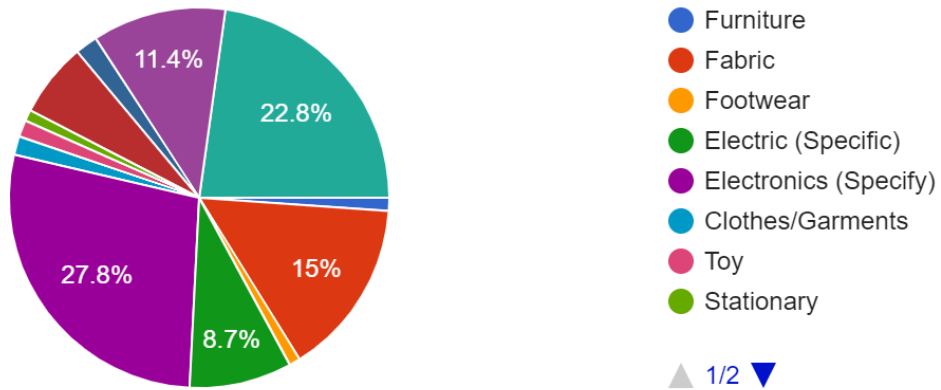
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Type of business your are interested

632 responses

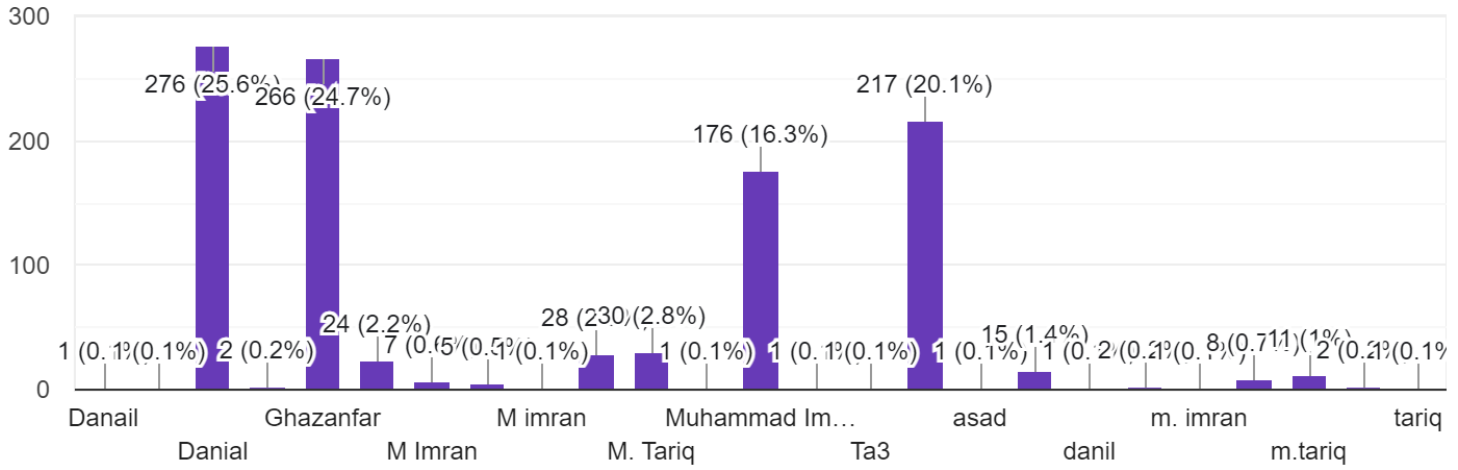
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Interviewer name

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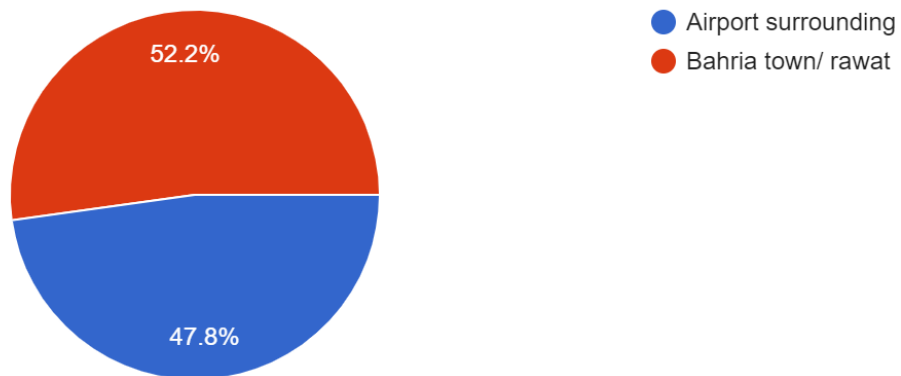
1,079 responses



Area preferred

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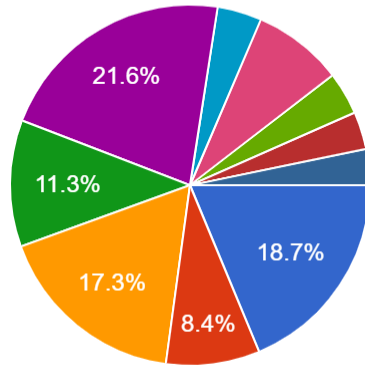
728 responses



Shop size

652 responses

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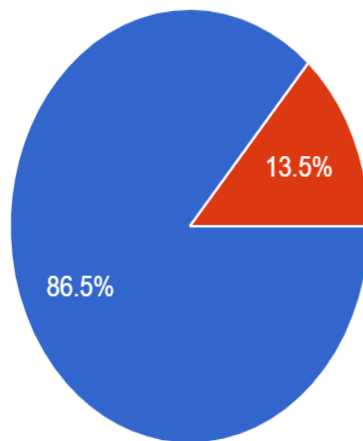
- 235 SQ FT
- 275 SQ FT
- 300 SQ FT
- 330 SQ FT
- 360 SQ FT
- 430 SQ FT
- 525 SQ FT
- 630 SQ FT

▲ 1/2 ▼

Name of manager / Owner

998 responses

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- Owner
- Manager