

Yards & Feet Property Consultants Pvt Ltd.,



Company Profile

Since 2005, when Yards & Feet set up its retail real estate consulting practice, it has secured numerous mandates from retailers who hired our services for location consulting and prioritization of retail space in a city across south India. Providing updates on emerging trends & analysis in retail real estate sector, identifying most suitable outlets and securing them at the best financial terms and conditions and thereafter managing the fit-outs of their retail outlets. Even the Mall developers signed us for location analysis for Mall schemes, activity zoning and tenant mix both horizontal and vertical, built - up area distribution, design appreciation, project management during construction of malls and successful closure of agency deals with retailers. The retail sector grew not only in terms of retail space improved. Many of our clients, those who took care to ensure quality, are commanding increased consumer interest.

A typical Indian consumer of this century is a rich, young and most importantly aspirational youth who aims at the best things in life, shopping in India is not a chore, its an experience. Therefore the developers are aiming to make malls not a shopping area, but a family entertainment destination.

With the competition increasing, Mall developers are adopting newer formats to attract greater footfalls and attain global standards. Façade treatment and fenestrations, common central space/ wide atriums, design statement and concept, the retailers and developers are integrating all facilities that the modern Indian consumer desires. Retailing companies, Indian and international, as well as entrepreneurs, with either real estate or retail experience have set up new ventures that reflect global formats, retailers both big and small, have discovered the rewards of retail and are expanding their chains to leverage on the scale of operations.

To assist with the expansion and meet the Indian requirements, “Hybrid Malls” emerging as the hottest concept in 2007, which conjoin large, enclosed malls with an outdoor urban streetscape and retail / entertainment components, with such attractions as multiplex cinemas, children play scapes and themed areas.

It is not only the major metros that have experienced such retail property developments, but also the smaller town or tier 2 cities they are popularly known, like Vijayawada, Vishakapatnam, Rajmundry, Mysore, Coimbatore, Madurai etc., were in yards and feet successfully delivered. Tier 2 cities area attractive in that, although affluence has always co-existed with aspiration in these cities, the organized retailer has just started to realize this potential and make his move. In tier 2 cities the loyalty factor is high, while the rentals are low.

Right from the day Yards and Feet entry into the retail real estate market we had seen a huge potential in the Indian retail sector. We took our real estate expertise in the retail markets across south India replicated it in the retail real estate industry. Yards and feet today can boast to being a best real estate consulting company, which provides an end – to- end service, one stop shop for retail real estate solutions that helps the retailers achieve their goals. Our continuing analysis of the retail industry has helped us to remain preferred consultants for retailers as well as for developers. We have over the years evolved a dedicated team of professionals who have excelled in all fields of real estate consulting with diversified experience. Given the nature of assignment, we feel that the services that we can render to the assignment are un-matched. with more than 25 associates across south India first to consolidate position in each micro-markets and gain an experience of working from the ground level reality as well as remote locations in south India.

Yards and Feet has an experience of serving retailers and Mall developers in tier 1 and tier 2 cities, successfully closing retail real estate transactions of over 2.5 million sq.ft. With more than 7 million sq.ft retail space under progress across south India.

Select deals successfully completed by Yards and Feet.....

Pantaloons (Future Group)	Addidas
Shopper Stop (Rahejas)	Reebok
Globus	Levis & Dockers
Crosswords (Rahejas)	Thomas Scott
Time zone	FAME (Cinemas)
Food bazaars	Samsonite
Big Bazaar	VIP
Adlabs Cinema (Anil Dirubahi Ambani Group)	Jockey
Madura Garments (Aditya Birla Group)	AVIVA
Levis	Nike
Lee – Cooper	GILI
Puma	Damas
Yo! China	Cotton World
Barista	Basics & Genesis
Spyker Jeans	Whitehouse
KFC	McDonalds
Pizza Hut	

Multiplex Operators PVR, INOX, Cinapolis, Cinemax etc.,

We are only consulting agency which has achieved 55 screens for PVR in 12 months time.

Few retailers to mention.....

Yards & Feet understands the necessity of a ***Tailor Made Market Analysis*** to ensure **optimum results** at **minimum cost**. As a stepping stone to success we will begin with the analysis of:

- Consumer Market
- Target Audience and their Needs
- Ability to Buy – Income Groups
- Willingness to Buy
- Authority to Buy – Household Research
- What Influences Customer Behavior?
 - Cultural Factors
 - Social Factors
 - Personal Factors
- Extract relevant findings from the Data
- Tabulate the Data
- Develop distributions
- Develop the constructed analysis
- Conclude the findings by Positioning the mall

Factors to Mall Positioning

- Discount / Value Mall
- Luxury Mall
- Destination Mall
- Retail Entertainment Destinations
- Concept Mall
- City Centre Mall
- High Street Mall
- Combination Mall

Yards and feet will carry out the **usually neglected** but **absolutely essential** Concept Testing procedure by:

- Amalgamating the right Focus Group
- Mapping the Perceived Value of the Tenant
- Mapping the Perceived Value of the Consumer
- Purchase Intention

Through our skilled consultants, a detailed plan with the relevant positioning will be laid out. Armed with the market research and analysis we bring you the **perfect Tenant and Product Mix**

From our Database of over 200 Business Associates we will

- Create the appropriate Brand & Product Mix
- Tailor made Tenant Mix and Zoning to get the maximum profitability per square foot
- Strategic Occupation Planning & Surplus Space Disposal
- Leasing and negotiations
- Legal Consulting if required

With **rising competition** among developers and the advent of **international retail chains**, comprehensive mall management is set to become the norm.

Yards & Feet with its in-depth knowledge & professional expertise will help find the right Mall Management Partners by :

- Analyzing their relevant experience in similarly positioned malls
- Researching Previous projects handled by the Mall Management Company
- Ability to work within the defined budget
- Feasibility of outsourcing to the particular organization
- Local strength, services and functional backup of the organization

Brands successfully completed by Yards and Feet.....



Our Mission

Building confidence by delivering services transparently....



Yards and Feet boasts of strong roots and a legacy of success. Our relationship with our partners is paramount to our future and to our success. We understand that your needs and those of your clients are constantly evolving, and that we must constantly innovate to meet them. As your one-stop integrated partner, we are committed to take you to the future first.

It's always a pleasure to be of service. If you have any questions, please feel free to contact us at: joseph@yardsandfeet.com.