**Shopping Center Development**

**OBJECTIVE:**

Students will use management and leadership skills learned in order to successfully complete all assigned tasks in this shopping center development project.

**MATERIALS NEEDED:**

Computers, Internet access, projector for presentations, printer, and paper for proposal and brochure

Shopping centers have become part of America's pastime. In this project, your team, as part of the Department for Product Design and Development for AlphaGenX Shopping Centers, is vying for your idea to be the one chosen as the new "Fashion Shopping Center" in your area.

*First rule of thumb...Be sure to read the through the whole project before beginning.*

**Part 1: Group Formation and Preparation**

A. Decide on a team leader and divide up all tasks.

B. Create a survey to be given to students in your Math or English classes. The survey is to find out what your peers would like in a new "fashion" shopping center. The survey must include at least 10 ***QUALITY*** questions. Type the questions and turn them in and include the number of copies you will need.

C. After the surveys have been examined, you are to write a final analysis of "A New Fashion Shopping Center for Your Generation," based on personal ideas and survey results.

**Part 2: Research and Development**

1. Research two actual shopping centers that are similar to your idea. (They can be located anywhere.) For each of the two shopping centers, you will need to find the following:
   1. Name of the shopping center
   2. Location of the shopping center
   3. Number of retailers it hosts
   4. Names of all its retailers
   5. Names of kiosk vendors
   6. Other attractions for shoppers
   7. Available food and beverages
   8. Any other pertinent information you discover

**Part 3: Your Proposed Shopping Center Outline**

This is the section where YOUR design of YOUR shopping center comes to life. Brainstorm and research the following: (You CANNOT have the same exact ideas, features or themes as another shopping center or mall!)

1. Overall shopping center theme
2. Location of shopping center
3. Type of shopping center
4. Square footage of shopping center
5. Type of parking facilities and number of available parking spots
6. Number of retailers
7. Names of retailers
8. Number and types of kiosks
9. Other attractions for shoppers
10. Available food and beverages
11. Any other pertinent information you discover

**Considerations**

* Define your target market, location and type of shopping center. Be prepared to defend your reasoning.
* What is the name of your shopping center?
* What type of shopping center will it be?

-What are the general rules and guidelines of your shopping center?

-What will your hours of operation be?

-What dates will be your seasonal showcase for fashion?

-How will you market your fashion shopping center? Will there be an app?

-Describe the number and location of restroom and handicap facilities.

**You must include the following:**

* A typed proposal for the shopping center (limited to seven pages)
* A brochure for the new shopping center
* A detailed map of the new shopping center, including its retailers, restroom facilities and food and beverage locations

The project must be neat and look professional.

All written information must be typed, formatted, and documented using a word processing program.

**Prepare a multimedia presentation or video to present your project to the Board of Directors.**