

OUTLET SUPERVISOR: LEADERSHIP AND OVERSIGHT FOR CUSTOMERS

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Abstract: - The Shopping Mall Management System will allow more than one shop owner to set up different shops, to sell various products under one roof, i.e. mall. The mall performs the creation of a set of different shops, such as a bookstore, a shoe store, clothes store, jewellery store etc. In the existing mechanism, customers need to search for the shop's manually in a mall. Shop owners also directly contact the mall administrator for their new shop setup. Even mall administrator also maintains the shop's data manually. It is like storing information in records. It will create the burden for the management to keep all the records. It is a very much time-consuming process.

The article is going to develop a web-based application which is shopping mall management system. This application can be applied to any shop. The Mall owner is the super user and has complete control over all the activities that can be performed. The app notifies the administrator of all shop creation requests, and the administrator can then approve or reject them. The administrator maintains whole mall database. That means updating, deletion, reset tasks are managed.

Keywords: outlet, oversight, supervision, opportunistic, architecturally

1. Introduction

A Shopping mall is a modern, chiefly North American, the term for a form of shopping precinct or shopping centre, in which one or more buildings form a complex of shops representing merchandisers with interconnecting walkways that enable customers to walk from unit to unit. A shopping arcade is a specific type of shopping precinct which is usually distinguished in English for mall shopping by the fact that connecting walkways are not owned by a single proprietor and are in open air. Shopping malls in 2017 accounted for 8% of retailing space in the United States [1].

Many early shopping arcades such as the Burlington Arcade in London, the Galleria Vittorio Emmanuelle II in Milan, and numerous arcades in Paris are famous and still trading. However, many smaller arcades have been

demolished, replaced with large centres or "malls", often accessible by vehicle. Technical innovations such as electric lighting and escalators were introduced from the late 19th century. From the late 20th century, entertainment venues such as movie theatres and restaurants began to be added. As a single built structure, early shopping centres were often architecturally significant constructions, enabling wealthier patrons to buy goods in spaces protected from the weather.

2. Aim and Scope

The article is going to develop a web-based application which is shopping mall management system. This application can be applied to any shop. The Mall owner is the super-user and has complete control over all the activities that can be performed. The application notifies the administrator of all shop creation requests, and the administrator can then approve or reject them. The

administrator maintains whole mall database. That means updating, deletion, reset tasks are managed. When the request is approved by the mall administrator and from there on is given the role of the shop owner. The shop owner is responsible for setting up the shop and maintaining it. A mall customer can browse mall details where ever they want and view the shops which place they can be put or set up in a mall and also view discounts of that shops.

The latest trend in the corporate universe is of the emergence of the shopping malls. Shopping malls are an emerging trend in the global arena. The first thing that comes in our mind about the shopping malls is that it is a big enclosed building housing a variety of shops or products. According to historical evidence of shopping malls came into existence in the middle ages, though it was not called so. The concept of departmental stores came up in the 19th century with the Industrial Revolution [2].

The concept of Shopping was altered entirely with the emergence of these shopping malls. Shopping was no longer limited to a mere buying activity - it has become synonymous with splurging time and money. People simply go about roaming through the shopping mall to peep through the window of the shop and often ending up buying something they like. The consumers desire a combination of comfort and suitability which the shopping malls cater to, and so this format of shopping has become so popular all over the world, and especially so in India. The inclusion of amenities like restaurants, multiplexes, and car parks attract more and more crowds to shopping malls which are considered family hangout zone.

3. Brief History

In the United States, people began moving to the suburbs during the 20th century. Shopping malls were built to serve consumers living in areas outside of the cities [3]. By 1916, a shopping mall called The Market Square opened for business in Chicago, IL. The facility was comprised of 28 stores, apartments, and offices. The Market Square was located in the upscale Lake Forest suburb and is thought to be one of the first planned shopping centres in the U.S. In 1950; the Northgate Shopping Centre was built in Seattle, Washington. This shopping mall boasted two rows of stores on each side of an open-air section where shoppers could walk. Two department stores anchored each end of the shopping centre. The first enclosed shopping mall was Southdale Centre in Edina, Minnesota which opened its doors in 1956. Up until the mid-1990s, most modern-day developers built enclosed shopping malls to create a climate-controlled shopping environment. Today, developers are returning to the creation of open-air shopping malls. Outlet malls, shopping canter featuring name brand retailers selling

their products at discounted prices, are often built-in an outdoor format.

Types of Shopping Malls

In general, you will find only regional canter, superregional centres, and fashion/ speciality centres on this Web site. Relatively few community centres were chosen, but appear here because the centre may have, at one time, been considered regional centre. Only a few theme/festival centres were listed in heavily urbanized areas, such as San Francisco, because of their particular attractiveness or size. Finally, the new designation, lifestyle centre, displays because of their classic-mall type appearance even though they are without a classic-mall anchor store.

A. Fashion/Specialty Centres

Characterized as higher end, fashion-oriented centres between 80,000 and 250,000 sq. ft.

B. Community Centres

Characterized as having between 100,000 and 350,000 sq. ft. Usually two types of anchors, such as a discount department store or large speciality/discount apparel store.

C. Lifestyle Centres

A new designation that has a loose definition. It's a centre that does not have an anchor tenant in the classic sense (i.e. a department store). However, lifestyle centres increasingly have a cinema as a major tenant. Others have just a small collection of exclusive shops.

D. Outlet Centres

Characterized as manufacturers' outlet centres between 50,000 and 400,000 sq. ft.

E. Regional Centres

Characterized as having between 400,000 and 800,000 sq. ft. Usually two or more anchors, such as a conventional department store, junior department store, mass-merchant, discount department store, or fashion apparel store.

F. Superregional Centres

Characterized as having over 800,000 sq. ft. Usually three or more anchors, such as a conventional department store,

junior department store, mass merchant, or fashion apparel store. Theme/Festival Centres Characterized as tourist-oriented, retail and service centres between 80,000 and 250,000sq. Ft

G. Food courts

A common feature of shopping malls is a food court: this typically consists of some fast food vendors of various types, surrounding a shared seating area.

4. Shopping Mall System

When the shopping mall format was developed by Victor Gruen in the mid-1950s, signing larger department stores was necessary for the financial stability of the projects, and to draw retail traffic that would result in visits to the smaller stores in the mall as well. These larger stores are termed anchor store or draw tenant. In the physical configuration, anchor stores are normally located as far from each other as possible to maximize the amount of traffic from one anchor to another.

The shopping centre will have satellite buildings located either on the same tract of land or on one abutting it, on which will be located stand-alone stores, which may or may not be legally connected to the central facility through contract or ownership [4]. These stores may have their parking lots, or their lots may interconnect with those of the mall or centre. The existence of the stand-alone store may have been planned by the mall's developer or may have come about through opportunistic. Shopping mall management project aims to provide the interactive website to the mall owner, shop owners and customers. This system provides mall owner can easily maintain mall information in this system. Here shop owners get the details of shops for rent and customers can easily view the shops and offers in a mall.

Advantages of shopping malls

1. Increase in the growth of the organized retail sector Monumental increment in economic growth.
2. Employment generation by the organized retail sector Good competition means better products & services.

5. Implementation



Figure 1: Homepage view



Figure 2: adding shop's to mall

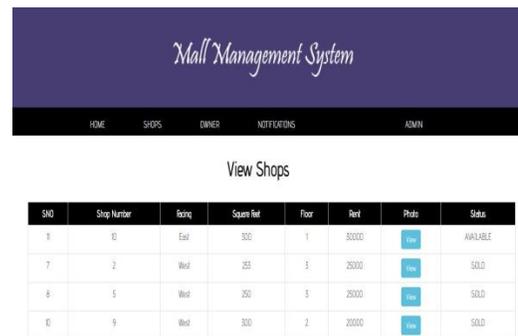


Figure 3: To View available shops

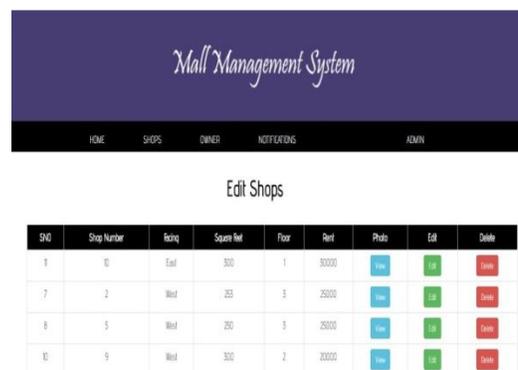


Figure 4: To Edit shop description

Figure 5: Adding owner for the shopping mall

SNO	Shop Number	Category	Name	Mobile	Email	Address	Agreement	Start Date	End Date
10	10	COSMETICS	NAVEEN KUMAR	99956539	savinvel@rediffmail	DFVGGGBHKDIBPHC KDCZCZANFC	Yes	2018-12-01	2018-12-28
10	5	CLOTHING	SAGAD	89665236	ssad@gmail.com	DGFHJZSGZF	Yes	2018-12-01	2018-12-24
11	9	FOOTWARE	RAMESH	89665235	saefhuchid@gmail.com	DGFDF	Yes	2018-12-08	2018-12-06

Figure 6: To View owner details

Figure 7: For adding offers by owner

Figure 8: To publishing notifications

SNO	Subject	Date	Notification
3	DSDF	2018-03-02	View
6	DSF	2018-03-03	View

Figure 9: To view of notifications

Shop Number	Description	From Date	To Date	View Details
5	FLAT 100% DISCOUNT ON DRESSES AND SHIRTS AND KERICHEFS	2018-12-28	2018-12-28	View Offer

Figure 10: Available offers view

Shop Number	Locay	Square Feet	Floor	Rent	Photo
10	EAST	300	1	30000	View

Figure 11: Available shops view

6. Conclusion

The system performs the creation of a set of different shops, such as a bookstore, a shoe store, clothes store, jewellery store etc. In the existing mechanism, customers need to search for the shops manually in a mall. Shop owners also directly contact the mall administrator for their new shop setup. Even mall administrator is also maintaining the shop's data manually. It is like storing information in records. It will create the burden for the management to maintain all the records. It is very much time-consuming process.

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