ABSTRACT

Many organisations own and use real estate because of operational needs. These real estate enable an organisation to undertake its primary activities such as manufacturing retail, banking and other business services. The way in which property assets are managed can contribute to or detract from the achievement of an organisation's overall objectives.

Despite the large real estate holdings of major corporations, surveys show that corporate real estate are seriously under-managed. One key contributor to this under management is the lack of information about corporate real estate assets. Organisations often do not establish proper guidelines, policies and procedures to assist their decision making.

This study attempts to evaluate how retail organisation can manage thier corporate real estate through strategic management. The rationale is that corporate real estate if properly managed will enhance operational efficiency and profitability. The concept of Corporate Real Estate Asset Management can be applied at the corporate planning level to assist retail organisations in achieving business objectives.