

## Module 2: Location Analysis

### Customer Segment Estimates

ISEC Segment	Sample Size	Average Age	Income Levels	Occupation Mode	Education Level Mode	Shopping Frequency Per Month	Household Consumption Per Month	Total Household Consumption Per Month
12	100	30	212	agri	+2	2	3	6
7	100	30	212	agri	+2	2	3	6

### Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
12	12	99.0	1188
7	12	100.0	1200

### Competition Intensity

depend on technology to improve efficiency, manage data, and reach customers online. Students benefit from e learning, virtual classrooms, and instant resources. Technology also supports he

### Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark
testing format	1	1	1	testing1

### Location Spillage Factor

Estimated Spillage Factor	Assumptions
High	testing format

### Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
12	testing format	12	testing format	Mall	N/A	tessting format 12	<b>mallDetails:</b> {'rationale': 'tessting format 12', 'minimumFrontage': '112', 'widthToDepthRatio': '112'}	Store Format B
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Store Format A

Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	1	12	Store Format A
Number of Bills per Month	1	12	Store Format A
Number of Items per Bill	1	1212	Store Format A
Number of Bills per Month	1	testingtesting	Store Format B
Average Price per item (in Rupees)	1	12	Store Format A
Gross Margin % Estimate	1	testing	Store Format B
Number of Items per Bill	1	testing	Store Format B
Average Price per item (in Rupees)	1	testing	Store Format B

Rent Expenses

Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses
0	1	1	1	Store Format A	testing1
0	1	11	1	Store Format B	testing1

Sales Summary Comparison

Store Format Type	Sales Potential	Sales Estimate
N/A	0	0

Summary

Promotions Submissions	Promotions Summarise
N/A	N/A