trilliant simulations

# 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 |
|---|---|---|---|---|---|---|---|---|
| 0 | 0 | 0 | N/A | N/A | N/A | 0 | 0 | 0 |

## Catchment Potential

| ISEC Segment | Number of Households | Percentage of Segment | Potential Number of Households |
|---|---|---|---|
| 0 | 0 | 0 | 0 |

## Competition Intensity

| Upload Image | Total Square Footage | Assumptions |
|---|---|---|
| N/A | N/A | N/A |

## Competitor Benchmarking

| Reference Competitor | Bills Per Month | Items Pre Bill | Avg Price | Other Remark |
|---|---|---|---|---|
| N/A | 0 | 0 | 0 | N/A |

## Location Spillage Factor

| Estimated Spillage Factor | Assumptions |
|---|---|
| N/A | N/A |

## Location Details

| Trading Radius | Trading Rational | Adjacencies | Adjacencies Rational | Location Characteristics | Corner Property Rational | Rational | Details | Store Format Type |
|---|---|---|---|---|---|---|---|---|
| N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |

## Sales Estimates

| Parameter | Value | Remark | Store Format Type |
|---|---|---|---|
| N/A | 0 | N/A | N/A |

## Rent Expenses

| Store Size | Rental Advance Amount | Rental Advance Period | Rent Per Month | Store Format Type | Rational For Rental Expenses |
|---|---|---|---|---|---|
| 0 | 0 | 0 | 0 | N/A | N/A |

## Sales Summary Comparison

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

## Summary

| Promotions Submissions | Promotions Summarise |
|---|---|
| N/A | N/A |

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