

## Module 1: Complete Report Data

### Brand Information

Field	Value
Brand Name	testing format 2
Brand Image	uploads/f8e3fc-color-preview.png
Rationale	

### Segments

Segment Name	testning
Location	Urban
Chief Wage Earner Occupation	Farmer
Male Education	Up to Class 5 Standard
Female Education	Class 10-14 standard
ISEC Value	12
Total Population	2000
Additional Details	testing

Segment Name	msd
Location	Rural
Chief Wage Earner Occupation	Farmer
Male Education	Class 6-9th standard
Female Education	Degree Professional
ISEC Value	7
Total Population	7
Additional Details	csk

### Store Formats

### Display Racking Units

Store Format Type	Type Display Racking Unit	Number of Units	Cost Per Unit	Total	Remarks
Store Format A	testing1	10	10.0	100.0	testing1
Store Format A		0	0.0	0.0	
Store Format B	msd	7	7.0	0.0	csk
Store Format B	vk	18	18.0	0.0	rcb

Carpentry

Store Format Type	Type	Units	Cost Per Unit	Total	Remarks
Store Format A	N/A	0	0.0	0.0	N/A
Store Format A	N/A	0	0.0	0.0	N/A
Store Format A	N/A	0	10.0	100.0	N/A
Store Format B	N/A	0	7.0	49.0	N/A
Store Format B	N/A	0	8.0	64.0	N/A

InfoTech

Store Format Type	Type	Category	Units	Cost Per Unit	Total	Available Capital
Store Format A	Cash Tills/POS Equipment	N/A	0	0.0	0.0	0.0
Store Format A	Scanner	N/A	0	0.0	0.0	0.0
Store Format A	Computer	N/A	0	0.0	0.0	0.0
Store Format B	Cash Tills/POS Equipment	N/A	10	10.0	100.0	0.0
Store Format B	Scanner	N/A	7	7.0	49.0	0.0
Store Format B	Computer	N/A	0	0.0	0.0	0.0
Store Format B	testing11	N/A	1	1.0	1.0	0.0

Visual Merchandising

Type	Units	Cost	Total	Internal Display	External Display	Frequency Change/Year
testing1	1	0.0	11.0	N/A	N/A	0
bar	7	0.0	49.0	N/A	N/A	0

Plumbing

Type	Units	Cost Per Unit	Total	Remarks
bar	7	7.0	49.0	msd

Additional Installations

Name	Description	Cost Per Unit	Total Cost	Remarks
vk	msd	18.0	0.0	N/A

Capital Expenses Summary

Field	Value
Store Format A Capital Excl IT	Rs. 200.00
Store Format A IT Capital	Rs. 0.00
Store Format A Total	Rs. 200.00
Store Format B Capital Excl IT	Rs. 113.00
Store Format B IT Capital	Rs. 150.00

<b>Store Format B Total</b>	Rs. 263.00
<b>Additional Remarks</b>	Auto-generated dynamically
<b>Key Takeaways</b>	CAPEX summary generated based on available data.

**Depreciation Information**

<b>Field</b>	Value
<b>SLM Years</b>	7
<b>SLM Remarks</b>	msd
<b>Other Methods</b>	N/A
<b>Depreciation Method</b>	7

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