

Module 1: Complete Report Data

Brand Information

Field	Value
Brand Name	dtb
Brand Image	
Rationale	

Segments

Segment Name	s1
Location	Rural
Chief Wage Earner Occupation	Worker
Male Education	Class 10-14 standard
Female Education	Degree Professional
ISEC Value	12
Total Population	12000
Additional Details	

Segment Name	s2
Location	Urban
Chief Wage Earner Occupation	Worker
Male Education	Degree Professional
Female Education	Degree Professional
ISEC Value	10
Total Population	10000
Additional Details	

Store Formats

Store Name	store 2
Store Name Rationale	
Store Size	200.0
Merchandise	5
Location	Mall
Additional Location Parameters	
Service Parameters	10
Technology Adoption	9

Other Parameters	
Store Format Type	Store Format B
Store Name	store 1
Store Name Rationale	
Store Size	100.0
Merchandise	5
Location	High Street
Additional Location Parameters	
Service Parameters	10
Technology Adoption	9
Other Parameters	
Store Format Type	Store Format A

Civil Work

Store Format Type	Type of Civil Work	Rate Per Sqft	Total Sqft	Total	Remarks
Store Format A	type 1	1.0	100.0	0.0	1
Store Format A	type 2	1.0	100.0	0.0	1
Store Format B	type 3	1.0	200.0	0.0	1
Store Format B	type 4	1.0	200.0	0.0	1

Display Racking Units

Store Format Type	Type Display Racking Unit	Number of Units	Cost Per Unit	Total	Remarks
Store Format A	type 1	10	11.0	110.0	1
Store Format A	type 2	10	10.0	100.0	1
Store Format B	type 3	10	10.0	100.0	1
Store Format B	type 4	10	10.0	100.0	1

Carpentry

Store Format Type	Type	Units	Cost Per Unit	Total	Remarks
Store Format A	N/A	0	45.0	90.0	N/A
Store Format A	N/A	0	45.0	135.0	N/A
Store Format B	N/A	0	20.0	80.0	N/A
Store Format B	N/A	0	3.0	15.0	N/A

Electrical Cabling

Store Format Type	Feature	Details	Rate Per Sqft/Unit	Total	Remarks
Store Format A	N/A	N/A	0.0	110.0	N/A
Store Format A	N/A	N/A	0.0	0.0	N/A

Store Format A	N/A	N/A	0.0	0.0	N/A
Store Format B	N/A	N/A	0.0	120.0	N/A
Store Format B	N/A	N/A	0.0	0.0	N/A
Store Format B	N/A	N/A	0.0	0.0	N/A

Display Boards

Store Format Type	Type	Size	Pricing Type	Cost Rate	Units	Total	Remarks
Store Format A	type 1	10	unit	0.0	11	110.0	N/A
Store Format B	type 3	10	unit	0.0	12	144.0	N/A

Commercial Equipment

Store Format Type	Type of Equipment	Units	Cost Per Unit	Equipment Type	Total	Remarks
Store Format A	Type 1	0	11.0	universal	121.0	1
Store Format A	type 2	0	11.0	universal	121.0	1
Store Format B	type 3	0	10.0	universal	100.0	11
Store Format B	type 4	0	14.0	universal	196.0	1

InfoTech

Store Format Type	Type	Category	Units	Cost Per Unit	Total	Available Capital
Store Format A	Cash Tills/POS Equipment	N/A	10	10.0	100.0	0.0
Store Format A	Scanner	N/A	11	11.0	121.0	0.0
Store Format A	Computer	N/A	12	12.0	144.0	0.0
Store Format B	Cash Tills/POS Equipment	N/A	2	100.0	200.0	0.0
Store Format B	Scanner	N/A	3	100.0	300.0	0.0
Store Format B	Computer	N/A	14	10.0	140.0	0.0

Visual Merchandising

Type	Units	Cost	Total	Internal Display	External Display	Frequency Change/Year
type 2	12	0.0	156.0	N/A	N/A	0
type 4	10	0.0	130.0	N/A	N/A	0

Plumbing

Type	Units	Cost Per Unit	Total	Remarks
type 3	10	100.0	1000.0	e

Additional Installations

Name	Description	Cost Per Unit	Total Cost	Remarks
n1	ghj	100.0	0.0	N/A

Capital Expenses Summary

Field	Value
Store Format A Capital Excl IT	Rs. 897.00
Store Format A IT Capital	Rs. 365.00
Store Format A Total	Rs. 1,262.00
Store Format B Capital Excl IT	Rs. 855.00
Store Format B IT Capital	Rs. 640.00
Store Format B Total	Rs. 1,495.00
Additional Remarks	Auto-generated dynamically
Key Takeaways	CAPEX summary generated based on available data.

Depreciation Information

Field	Value
SLM Years	12
SLM Remarks	e
Other Methods	N/A
Depreciation Method	1

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