

## Module 1: Complete Report Data

### Brand Information

Field	Value
Brand Name	daTA
Brand Image	uploads/Horizon.jpg
Rationale	

### Segments

Segment Name	Data1
Location	Urban
Chief Wage Earner Occupation	Labour
Male Education	Degree Professional
Female Education	Degree Regular
ISEC Value	12
Total Population	50000
Additional Details	data to be tested .

Segment Name	Data2
Location	Rural
Chief Wage Earner Occupation	Trader
Male Education	Degree Regular
Female Education	Up to Class 5 Standard
ISEC Value	10
Total Population	45120000
Additional Details	data123

Segment Name	Data3
Location	Urban
Chief Wage Earner Occupation	Trader
Male Education	Degree Professional
Female Education	Up to Class 5 Standard
ISEC Value	5
Total Population	1203000
Additional Details	test1

### Store Formats

Store Name	Store 2
Store Name Rationale	what is it
Store Size	500.0
Merchandise	15
Location	High Street
Additional Location Parameters	data
Service Parameters	14
Technology Adoption	7
Other Parameters	
Store Format Type	Store Format B

Store Name	Store 1
Store Name Rationale	what is it
Store Size	100.0
Merchandise	15
Location	Mall
Additional Location Parameters	tesdt
Service Parameters	14
Technology Adoption	7
Other Parameters	data qwrty
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	type1	10.0	1000.0	0.0	test1234
Store Format A	type 2	20.0	2000.0	0.0	teset13245
Store Format B	rtytu12	50.0	25000.0	0.0	test is being
Store Format B	1234	10.0	5000.0	0.0	testingin progress

Display Racking Units

Store Format Type	Type Display Racking Unit	Number of Units	Cost Per Unit	Total	Remarks
Store Format A	20	10	50.0	500.0	qweqw
Store Format A	qwer	20	50.0	1000.0	qwer
Store Format B	qewr	10	52.0	520.0	qwerw
Store Format B	qweret	152	52.0	7904.0	qwere

Carpentry

Store Format Type	Type	Units	Cost Per Unit	Total	Remarks
Store Format A	N/A	0	50.0	500.0	N/A
Store Format A	N/A	0	500.0	10000.0	N/A

Store Format B	N/A	0	50.0	1000.0	N/A
Store Format B	N/A	0	100.0	50000.0	N/A

Electrical Cabling

Store Format Type	Feature	Details	Rate Per Sqft/Unit	Total	Remarks
Store Format A	N/A	N/A	0.0	500.0	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	200.0	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	adfsd	10	unit	0.0	0	0.0	N/A
Store Format B	dfgbfg	100	unit	0.0	100	5000.0	N/A

Commercial Equipment

Store Format Type	Type of Equipment	Units	Cost Per Unit	Equipment Type	Total	Remarks
Store Format A	waer	0	500.0	universal	250000.0	dgh
Store Format A	sdfgh	0	100.0	universal	10000.0	dfhg
Store Format B	dfghfjy	0	50.0	universal	2500.0	cvnv
Store Format B	dfsdghgf	0	300.0	universal	90000.0	ghn

InfoTech

Store Format Type	Type	Category	Units	Cost Per Unit	Total	Available Capital
Store Format A	Cash Tills/POS Equipment	N/A	452	10.0	4520.0	0.0
Store Format A	Scanner	N/A	100	20.0	2000.0	0.0
Store Format A	Computer	N/A	500	50.0	25000.0	0.0
Store Format B	Cash Tills/POS Equipment	N/A	100	50.0	5000.0	0.0
Store Format B	Scanner	N/A	1000	50.0	50000.0	0.0
Store Format B	Computer	N/A	1000	10.0	10000.0	0.0

Visual Merchandising

Type	Units	Cost	Total	Internal Display	External Display	Frequency Change/Year
ytrdfbg	100	0.0	2000.0	N/A	N/A	0

hgjbkn,	20	0.0	800.0	N/A	N/A	0
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Plumbing

Type	Units	Cost Per Unit	Total	Remarks
zdfsg	100	50.0	5000.0	fgvhj
sfsdghf	10	520.0	5200.0	fdghfj

Additional Installations

Name	Description	Cost Per Unit	Total Cost	Remarks
dsfghf	fhgjkh,	120.0	0.0	N/A

Capital Expenses Summary

Field	Value
Store Format A Capital Excl IT	Rs. 272,500.00
Store Format A IT Capital	Rs. 31,520.00
Store Format A Total	Rs. 304,020.00
Store Format B Capital Excl IT	Rs. 157,124.00
Store Format B IT Capital	Rs. 65,000.00
Store Format B Total	Rs. 222,124.00
Additional Remarks	Auto-generated dynamically
Key Takeaways	CAPEX summary generated based on available data.

Depreciation Information

Field	Value
SLM Years	10
SLM Remarks	jgyfcvhjbv
Other Methods	N/A
Depreciation Method	tert

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