

Module 1: Complete Report Data

Brand Information

| Field | Value |
|-------------|---|
| Brand Name | brand 1 |
| Brand Image | uploads/Black White Photo Collage Vision Board 2025 Desktop Wallpaper.png |
| Rationale | |

Segments

| | |
|------------------------------|----------------------|
| Segment Name | segment |
| Location | Urban |
| Chief Wage Earner Occupation | Labour |
| Male Education | Class 10-14 standard |
| Female Education | Degree Professional |
| ISEC Value | 10 |
| Total Population | 2345676899 |
| Additional Details | |

| | |
|------------------------------|---------------------|
| Segment Name | segmenttt |
| Location | Rural |
| Chief Wage Earner Occupation | Worker |
| Male Education | Degree Regular |
| Female Education | Degree Professional |
| ISEC Value | 11 |
| Total Population | 6789097767 |
| Additional Details | |

Store Formats

| | |
|--------------------------------|-------------|
| Store Name | store 1 |
| Store Name Rationale | |
| Store Size | 100.0 |
| Merchandise | 6.0 |
| Location | High Street |
| Additional Location Parameters | |
| Service Parameters | 14.0 |
| Technology Adoption | 10.0 |

| | |
|--------------------------|----------------|
| Other Parameters | |
| Store Format Type | Store Format A |

| | |
|---------------------------------------|----------------|
| Store Name | store 2 |
| Store Name Rationale | |
| Store Size | 200.0 |
| Merchandise | 6.0 |
| Location | Mall |
| Additional Location Parameters | |
| Service Parameters | 14.0 |
| Technology Adoption | 10.0 |
| Other Parameters | |
| Store Format Type | Store Format B |

Civil Work

| Store Format Type | Type of Civil Work | Rate Per Sqft | Total Sqft | Total | Remarks |
|-------------------|--------------------|---------------|------------|-------|---------|
| Store Format A | type 1 | 10.0 | 1000.0 | 0.0 | |
| Store Format A | type 2 | 20.0 | 2000.0 | 0.0 | |
| Store Format B | type 4 | 30.0 | 6000.0 | 0.0 | |
| Store Format B | type 5 | 30.0 | 6000.0 | 0.0 | |

Display Racking Units

| Store Format Type | Type Display Racking Unit | Number of Units | Cost Per Unit | Total | Remarks |
|-------------------|---------------------------|-----------------|---------------|-------|---------|
| Store Format A | type 2 | 12 | 10.0 | 120.0 | |
| Store Format A | type 3 | 10 | 11.0 | 110.0 | |
| Store Format B | type 2 | 10 | 20.0 | 200.0 | |
| Store Format B | type 3 | 30 | 20.0 | 600.0 | |

Carpentry

| Store Format Type | Type | Units | Cost Per Unit | Total | Remarks |
|-------------------|------|-------|---------------|-------|---------|
| Store Format A | N/A | 0 | 10.0 | 100.0 | N/A |
| Store Format A | N/A | 0 | 11.0 | 121.0 | N/A |
| Store Format B | N/A | 0 | 20.0 | 200.0 | N/A |
| Store Format B | N/A | 0 | 50.0 | 500.0 | 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 | 110.0 | 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 3 | 10.0 | unit | 0.0 | 10 | 110.0 | N/A |
| Store Format B | type 4 | 10.0 | unit | 0.0 | 12 | 132.0 | N/A |

Commercial Equipment

| Store Format Type | Type of Equipment | Units | Cost Per Unit | Equipment Type | Total | Remarks |
|-------------------|-------------------|-------|---------------|----------------|-------|---------|
| Store Format A | type 2 | 0 | 10.0 | universal | 120.0 | |
| Store Format A | 50 | 0 | 10.0 | universal | 100.0 | |
| Store Format B | 50 | 0 | 10.0 | universal | 100.0 | |
| Store Format B | 10 | 0 | 11.0 | universal | 110.0 | |

InfoTech

| Store Format Type | Type | Category | Units | Cost Per Unit | Total | Available Capital |
|-------------------|--------------------------|----------|-------|---------------|-------|-------------------|
| Store Format A | Cash Tills/POS Equipment | N/A | 1 | 10.0 | 10.0 | 0.0 |
| Store Format A | Scanner | N/A | 11 | 12.0 | 132.0 | 0.0 |
| Store Format A | Computer | N/A | 11 | 12.0 | 132.0 | 0.0 |
| Store Format B | Cash Tills/POS Equipment | N/A | 11 | 12.0 | 132.0 | 0.0 |
| Store Format B | Scanner | N/A | 12 | 12.0 | 144.0 | 0.0 |
| Store Format B | Computer | N/A | 11 | 12.0 | 132.0 | 0.0 |

Visual Merchandising

| Type | Units | Cost | Total | Internal Display | External Display | Frequency Change/Year |
|------|-------|------|-------|------------------|------------------|-----------------------|
| 10 | 10 | 0.0 | 110.0 | N/A | N/A | 0 |
| 10 | 11 | 0.0 | 121.0 | N/A | N/A | 0 |

Plumbing

| Type | Units | Cost Per Unit | Total | Remarks |
|------|-------|---------------|-------|---------|
| 10 | 10 | 10.0 | 100.0 | |

Additional Installations

| Name | Description | Cost Per Unit | Total Cost | Remarks |
|------|-------------|---------------|------------|---------|
| name | dsfgh | 10.0 | 0.0 | N/A |

Capital Expenses Summary

| Field | Value |
|--------------------------------|--|
| Store Format A Capital Excl IT | Rs. 891.00 |
| Store Format A IT Capital | Rs. 274.00 |
| Store Format A Total | Rs. 1,165.00 |
| Store Format B Capital Excl IT | Rs. 1,952.00 |
| Store Format B IT Capital | Rs. 408.00 |
| Store Format B Total | Rs. 2,360.00 |
| Additional Remarks | Auto-generated dynamically |
| Key Takeaways | CAPEX summary generated based on available data. |

Depreciation Information

| Field | Value |
|---------------------|-------|
| SLM Years | 10 |
| SLM Remarks | dx |
| Other Methods | N/A |
| Depreciation Method | zxcvb |

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