

Module 1: Complete Report Data

Brand Information

Field	Value
Brand Name	coffee shop
Brand Image	
Rationale	

Segments

Segment Name	testing format and v
Location	Rural
Chief Wage Earner Occupation	Labour
Male Education	Up to Class 5 Standard
Female Education	Up to Class 5 Standard
ISEC Value	5
Total Population	1000
Additional Details	over all total value

Segment Name	testing format B and v
Location	Rural
Chief Wage Earner Occupation	Farmer
Male Education	Class 6-9th standard
Female Education	Degree Regular
ISEC Value	1
Total Population	1000
Additional Details	

Store Formats

Store Name	
Store Name Rationale	data format A and B
Store Size	10.0
Merchandise	7
Location	High Street
Additional Location Parameters	test
Service Parameters	10
Technology Adoption	9

Other Parameters	test
Store Format Type	Store Format A

Store Name	
Store Name Rationale	data format A and B
Store Size	10.0
Merchandise	7
Location	High Street
Additional Location Parameters	test
Service Parameters	10
Technology Adoption	9
Other Parameters	test
Store Format Type	Store Format B

Capital Expenses Summary

Field	Value
Store Format A Capital Excl IT	Rs. 0.00
Store Format A IT Capital	Rs. 0.00
Store Format A Total	Rs. 0.00
Store Format B Capital Excl IT	Rs. 0.00
Store Format B IT Capital	Rs. 0.00
Store Format B Total	Rs. 0.00
Additional Remarks	Auto-generated dynamically
Key Takeaways	CAPEX summary generated based on available data.

Depreciation Information

Field	Value
SLM Years	0
SLM Remarks	N/A
Other Methods	N/A
Depreciation Method	N/A

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