

Module 2: Location Analysis

Customer Segment Estimates

ISEC Segment	Sample Size	Average Age	Income Levels	Occupation Mode	Education Level Mode	Shopping Frequency Per Month	Household Consumption Per Month	Total Household Consumption Per Month
10	12	12	12	MCA	CS	1000	2000	2000000
2	12	12	12	BCA	MCOM	1000	1000	1000000
3	12	12	12	N/A	N/A	0	0	0
9	12	12	N/A	N/A	N/A	0	0	0

Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
10	1010101	10.0	100
2	2010101	20.0	400
3	1010101	12.0	144
9	12	12.0	144
7	0	0	0

Competition Intensity

on to update it, t useState is a React Hook that adds state to components. It returns the current value and a setter function to update it, t useState is a React Hook that adds state to components.

Competitor Benchmarking

d a setter function to update it, t useState is a React Hook that adds state to components. It returns the current value and a setter function to update it, t useState is a React Hook that adds state to components. It returns the c

Location Spillage Factor

ook that adds state to components. It returns the current value and a setter function to update it, t useState is a React Hook that adds state to components. It returns the

Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
1	test	2	N/A	Corner Property	N/A	testing format	parkingDetails: {'valet': True, 'rationale': 'testing', 'twoWheeler': '1', 'fourWheeler': '1', 'conversionFactor': 100} highstreetDetails: {'rationale': 'tesing', 'numberOfPillars': '1', 'stepsFromFootpath': '1', 'widthToDepthRatio': '1', 'floorToCeilingHeight': '1'}	Store Format A
3	N/A	4	test	Highstreet	N/A	testing	parkingDetails: {'valet': True, 'rationale': 'testing', 'twoWheeler': '1', 'fourWheeler': '1', 'conversionFactor': 100} highstreetDetails: {'rationale': 'testing ', 'numberOfPillars': '11', 'stepsFromFootpath': '10', 'widthToDepthRatio': '1', 'floorToCeilingHeight': '1'}	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	10	1	Store Format A
Number of Bills per Month	10	2	Store Format A
Number of Items per Bill	10	3	Store Format A
Average Price per item (in Rupees)	10	4	Store Format A
Gross Margin % Estimate	10	test	Store Format B
Number of Bills per Month	10	test	Store Format B
Number of Items per Bill	10	test	Store Format B
Average Price per item (in Rupees)	10	test	Store Format B

Rent Expenses

he current value and a setter function to update it, t useState is a React Hook that adds state to components. It returns the current value and a setter function to update it, t useState is a React Hook that adds state to compone
he current value and a setter function to update it, t useState is a React Hook that adds state to components. It returns the current value and a setter function to update it, t useState is a React Hook that adds state to compone

Sales Summary Comparison

Store Format Type	Sales Potential	Sales Estimate
N/A	0	0

Summary

Promotions Submissions	Promotions Summarise
N/A	N/A

Last Updated: 2025-12-30 07:29:23