

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
9	6	30	jkdfngjdnblg	kdnbusdhgguio	uisdfgvuidhguidgh	21	48	1008
5	5	40	fjhvbrfylvb	ufbvuidgb	uernjfbuqwe	46	98	4508

Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
9	526	79.0	41554
5	454	60.0	27240

Competition Intensity

Upload Image	Total Square Footage	Assumptions
uploads/Screenshot 2023-05-02 191706.png	Low	N/A

Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark
idfugbub	2965	265	218454	bdosusbusnb

Location Spillage Factor

Estimated Spillage Factor	Assumptions
Medium	N/A

Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
2654987	fjkadgbuinfuvbd	5654	hidbnvhfbuv	Highstreet	N/A	N/A	highstreetDetails: {'numberOfPillars': ", 'stepsFromFootpath': ", 'widthToDepthRatio': ", 'floorToCeilingHeight': "}	Store Format A
2654987	fjkadgbuinfuvbd	5654	hidbnvhfbuv	Highstreet	N/A	N/A	highstreetDetails: {'numberOfPillars': ", 'stepsFromFootpath': ", 'widthToDepthRatio': ", 'floorToCeilingHeight': "}	Store Format A
2654987	fjkadgbuinfuvbd	5654	hidbnvhfbuv	Highstreet	N/A	wrtgretr	highstreetDetails: {'numberOfPillars': 'wrtyw', 'stepsFromFootpath': 'wttyw', 'widthToDepthRatio': 'wttyw', 'floorToCeilingHeight': 'wttyttw'}	Store Format A
2654987	fjkadgbuinfuvbd	5654	hidbnvhfbuv	Highstreet	N/A	wrtgretr	highstreetDetails: {'numberOfPillars': '3456', 'stepsFromFootpath': '423', 'widthToDepthRatio': '565', 'floorToCeilingHeight': '435'}	Store Format A
4654	jkb	bghjd	bdfhnb	Mall	N/A	tewyry	mallDetails: {'minimumFrontage': '546', 'widthToDepthRatio': '5467'}	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	90	kjbhb	Store Format A
Average Price per item (in Rupees)	65	jhvyvyh	Store Format A
Number of Items per Bill	6	tvgt	Store Format A
Number of Bills per Month	352	hvbhvb	Store Format A
Gross Margin % Estimate	65	tytff	Store Format B
Number of Bills per Month	5673	yhibuyg	Store Format B
Number of Items per Bill	2	uygvtv	Store Format B
Average Price per item (in Rupees)	50	uigyigyi	Store Format B

Rent Expenses

Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses
0	65468	59	54840	Store Format A	dfhguidfgbd

0	4174	60	35121	Store Format B	uyguyguyg
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Sales Summary Comparison

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

Summary

Promotions Submissions	Promotions Summarise
N/A	N/A

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