

## 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	<b>highstreetDetails:</b> {'numberOfPillars': ", 'stepsFromFootpath': ", 'widthToDepthRatio': ", 'floorToCeilingHeight': "}	Store Format A
2654987	fjkadgbuinfuvbd	5654	hidbnvhfbuv	Highstreet	N/A	N/A	<b>highstreetDetails:</b> {'numberOfPillars': ", 'stepsFromFootpath': ", 'widthToDepthRatio': ", 'floorToCeilingHeight': "}	Store Format A
2654987	fjkadgbuinfuvbd	5654	hidbnvhfbuv	Highstreet	N/A	wrtgretr	<b>highstreetDetails:</b> {'numberOfPillars': 'wrtyw', 'stepsFromFootpath': 'wttyw', 'widthToDepthRatio': 'wttyw', 'floorToCeilingHeight': 'wttyttw'}	Store Format A
2654987	fjkadgbuinfuvbd	5654	hidbnvhfbuv	Highstreet	N/A	wrtgretr	<b>highstreetDetails:</b> {'numberOfPillars': '3456', 'stepsFromFootpath': '423', 'widthToDepthRatio': '565', 'floorToCeilingHeight': '435'}	Store Format A
4654	jkb	bghjd	bdfhnb	Mall	N/A	tewyry	<b>mallDetails:</b> {'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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