

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 | 10 | 200 | 2000 | 1 | 23 | 20000 | 200000 | 4000000000 |
| 10 | 12 | 19 | 9000 | 1 | 1 | 2000 | 2999998 | 5999996000 |

Catchment Potential

| ISEC Segment | Number of Households | Percentage of Segment | Potential Number of Households |
|--------------|----------------------|-----------------------|--------------------------------|
| 9 | 10 | 90.0 | 900 |
| 10 | 10 | 91.0 | 910 |

Competition Intensity

| Upload Image | Total Square Footage | Assumptions |
|--------------------------------------|----------------------|-------------|
| uploads/QR-Code-Formats-950x500.webp | Low | N/A |

Competitor Benchmarking

| Reference Competitor | Bills Per Month | Items Per Bill | Avg Price | Other Remark |
|----------------------|-----------------|----------------|-----------|--------------|
| c1 | 10000 | 100 | 1000 | fghj |

Location Spillage Factor

| Estimated Spillage Factor | Assumptions |
|---------------------------|-------------|
| Low | N/A |

Location Details

| Trading Radius | Trading Rational | Adjacencies | Adjacencies Rational | Location Characteristics | Corner Property Rational | Rational | Details | Store Format Type |
|----------------|------------------|-------------|----------------------|--------------------------|--------------------------|----------|--|-------------------|
| 89 | 45 | 46 | 67 | Mall | N/A | N/A | mallDetails: {'minimumFrontage': '', 'widthToDepthRatio': ''} | Store Format B |
| 89 | 899 | 78 | 67 | Corner Property | N/A | hjj | N/A | Store Format A |

Sales Estimates

| Parameter | Value | Remark | Store Format Type |
|------------------------------------|-------|--------|-------------------|
| Number of Items per Bill | 89 | 1 | Store Format A |
| Number of Bills per Month | 899 | 1 | Store Format A |
| Average Price per item (in Rupees) | 89 | 1 | Store Format A |
| Gross Margin % Estimate | 90 | 1 | Store Format A |
| Gross Margin % Estimate | 23 | 1 | Store Format B |
| Number of Bills per Month | 122 | 1 | Store Format B |
| Number of Items per Bill | 12 | 1 | Store Format B |
| Average Price per item (in Rupees) | 23 | 1 | Store Format B |

Rent Expenses

| Store Size | Rental Advance Amount | Rental Advance Period | Rent Per Month | Store Format Type | Rational For Rental Expenses |
|------------|-----------------------|-----------------------|----------------|-------------------|------------------------------|
| 0 | 213 | 11 | 10 | Store Format A | 11 |
| 0 | 11 | 12 | 11 | Store Format B | 11 |

Sales Summary Comparison

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

Summary

| | |
|------------------------|----------------------|
| Promotions Submissions | Promotions Summarise |
| N/A | N/A |