

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