

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	10	21	199991	111	111	11	8	88
8	11	11	1100	234	1212121	2119	8	16952
12	212	21221	21	21	21	21	12	252

Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
10	9	11.0	99
8	11	10.98	120
12	12	9.98	121

Competition Intensity

Upload Image	Total Square Footage	Assumptions
uploads/8be5984be315a4a816fb24446adedca7.jpg	Medium	N/A

Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Per Bill	Avg Price	Other Remark
saad	120000	200	100	hh

Location Spillage Factor

Estimated Spillage Factor	Assumptions
High	m

Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	11	1212111	Store Format A
Average Price per item (in Rupees)	6	kkkk	Store Format A
Number of Bills per Month	10	nnn mm	Store Format A
Number of Items per Bill	21	nnn	Store Format A
Gross Margin % Estimate	12	tyy	Store Format B
Number of Items per Bill	44	thrth	Store Format B
Number of Bills per Month	454	kkhg	Store Format B
Average Price per item (in Rupees)	8	gfdgdf	Store Format B

Rent Expenses

Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses
0	12	11	123	Store Format A	rd
0	2	102	324	Store Format B	fgfdg

Sales Summary Comparison

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

Summary

Promotions Submissions	Promotions Summarise
N/A	N/A