

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
12	20	20	2000	MCA	High	1000	1000	1000000
11	10	10	3000	BCA	Low	2000	1996	3992000
2	20	20	20	Cs	BSC	20	10	200

Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
12	10	10.0	100
11	20	19.97	399
2	20	9.98	199

Competition Intensity

Upload Image	Total Square Footage	Assumptions
uploads/1350907.png	Medium	testing

Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Per Bill	Avg Price	Other Remark
12	12	20	23	test

Location Spillage Factor

Estimated Spillage Factor	Assumptions
Medium	test

Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
10	testone	20	testing	Highstreet	N/A	100	highstreetDetails: {'numberOfPillars': '20', 'stepsFromFootpath': '20', 'widthToDepthRatio': '20', 'floorToCeilingHeight': '20'}	Store Format A
10	test	20	test	Mall	N/A	testing	mallDetails: {'minimumFrontage': '30', 'widthToDepthRatio': '30'}	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	10	test	Store Format A
Number of Bills per Month	20	test	Store Format A
Average Price per item (in Rupees)	30	test	Store Format A
Number of Items per Bill	20	test	Store Format A
Gross Margin % Estimate	10	test	Store Format B
Number of Items per Bill	10	test	Store Format B
Number of Bills per Month	6	test	Store Format B
Average Price per item (in Rupees)	29	test	Store Format B

Rent Expenses

Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses
0	23	23	23	Store Format A	23
0	23	23	23	Store Format B	test

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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