

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
2	434	30	23423	Work from home	UG	6	900	5400
0	333	27	60000	test	PG	13	2000	26000

Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
0	4	58.0	232
0	6	70.0	420

Competition Intensity

Upload Image	Total Square Footage	Assumptions
N/A	N/A	N/A

Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark
wildcraft	900	10000	600	N/A

Location Spillage Factor

Estimated Spillage Factor	Assumptions
N/A	N/A

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	Corner Property	N/A	N/A	parkingDetails: {'valet': False, 'rationale': ", 'twoWheeler': ", 'fourWheeler': ", 'conversionFactor': 100} highstreetDetails: {'rationale': ", 'numberOfPillars': ", 'stepsFromFootpath': ", 'widthToDepthRatio': ", 'floorToCeilingHeight': "}	Store Format A
N/A	N/A	N/A	N/A	Highstreet	N/A	N/A	parkingDetails: {'valet': False, 'rationale': ", 'twoWheeler': ", 'fourWheeler': ", 'conversionFactor': 100} highstreetDetails: {'rationale': ", 'numberOfPillars': ", 'stepsFromFootpath': ", 'widthToDepthRatio': ", 'floorToCeilingHeight': "}	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	43	N/A	Store Format A
Average Price per item (in Rupees)	200	N/A	Store Format A
Number of Bills per Month	500	N/A	Store Format A
Number of Items per Bill	6000	N/A	Store Format A
Gross Margin % Estimate	70	N/A	Store Format B
Number of Bills per Month	800	N/A	Store Format B
Number of Items per Bill	10000	N/A	Store Format B
Average Price per item (in Rupees)	350	N/A	Store Format B

Rent Expenses

Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses
0	900000	12	120000	Store Format B	N/A
0	600000	12	90000	Store Format A	N/A

Sales Summary Comparison

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

Promotions Submissions	Promotions Summarise
N/A	N/A

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