

## Module 2: Location Analysis

### Customer Segment Estimates

| Customer Location ID | 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 | Group ID |
|----------------------|--------------|-------------|-------------|---------------|-----------------|----------------------|------------------------------|---------------------------------|---------------------------------------|----------|
| 0                    | 0            | 0           | 0           | N/A           | N/A             | N/A                  | 0                            | 0                               | 0                                     | 0        |

### Catchment Potential

| Catch ID | ISEC Segment | Number of Households | Percentage of Segment | Potential Number of Households | Group ID |
|----------|--------------|----------------------|-----------------------|--------------------------------|----------|
| 3        | 5            | 10                   | 50.0                  | 500                            | 4        |
| 4        | 8            | 11                   | 49.97                 | 549                            | 4        |

### Competition Intensity

| Competitor ID | Upload Image | Total Square Footage | Assumptions | Group ID |
|---------------|--------------|----------------------|-------------|----------|
| 0             | N/A          | N/A                  | N/A         | 0        |

### Competitor Benchmarking

| Competitor Benchmarking ID | Reference Competitor | Bills Per Month | Items Pre Bill | Avg Price | Other Remark | Group ID |
|----------------------------|----------------------|-----------------|----------------|-----------|--------------|----------|
| 2                          | 877                  | 9888            | 90             | 100000    | N/A          | 4        |

### Location Spillage Factor

| Location ID | Estimated Spillage Factor | Assumptions | Group ID |
|-------------|---------------------------|-------------|----------|
| 2           | Medium                    | N/A         | 4        |

### Location Details

| Details ID | Trading Radius | Trading Rational | Adjacencies | Adjacencies Rational | Location Characteristics | Corner Property Rational | Rational | Details | Store Format Type | Group ID |
|------------|----------------|------------------|-------------|----------------------|--------------------------|--------------------------|----------|---------|-------------------|----------|
| 0          | N/A            | N/A              | N/A         | N/A                  | N/A                      | N/A                      | N/A      | N/A     | N/A               | 0        |

Sales Estimates

| Sales ID | Parameter | Value | Remark | Store Format Type | Group ID |
|----------|-----------|-------|--------|-------------------|----------|
| 0        | N/A       | 0     | N/A    | N/A               | 0        |

Rent Expenses

| Rent ID | Store Size | Rental Advance Amount | Rental Advance Period | Rent Per Month | Store Format Type | Rational For Rental Expenses | Group ID |
|---------|------------|-----------------------|-----------------------|----------------|-------------------|------------------------------|----------|
| 0       | 0          | 0                     | 0                     | 0              | N/A               | N/A                          | 0        |

Sales Summary Comparison

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

Summary

| Summary ID | Promotions Submissions | Promotions Summarise | Group ID |
|------------|------------------------|----------------------|----------|
| 3          | N/A                    | N/A                  | 4        |