

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 Per 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