

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	29	23	2000	NCS	CS	1001	2000	2002000
2	49	20	100	NVC	20	100	1996	199600

Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
12	200	100.0	20000
2	300	99.98	29994

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
N/A	0	0	0	N/A

Location Spillage Factor

Estimated Spillage Factor	Assumptions
Medium	testing format A and b

Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
12	test	34	test	Corner Property	N/A	tesrt	N/A	Store Format A
45	test	45test	test	Mall	N/A	test	mallDetails: {'minimumFrontage': '34', 'widthToDepthRatio': '34'}	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
N/A	0	N/A	N/A

Rent Expenses

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

Sales Summary Comparison

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

Summary

Promotions Submissions	Promotions Summarise
N/A	N/A