

## Module 2: Location Analysis

## Customer Segment Estimates

[illegible]

## Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
11	11	90.0	900
11	10	90.0	900
12	10	99.0	990
12	10	99.0	990

## Competition Intensity

Upload Image	Total Square Footage	Assumptions
uploads/1.png	Medium	N/A

## Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark
uuyjunjn	1000	10	2000000909900	N/A

## Location Spillage Factor

Estimated Spillage Factor	Assumptions
High	N/A

## Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
70	cvbn	800	vbn	Highstreet	N/A	cvbn	<b>parkingDetails:</b> {'valet': True, 'rationale': 'fgh', 'twoWheeler': '9', 'fourWheeler': '7', 'conversionFactor': 100} <b>highstreetDetails:</b> {'rationale': 'cvbn', 'numberOfPillars': '6', 'stepsFromFootpath': '9', 'widthToDepthRatio': '6', 'floorToCeilingHeight': '8'}	Store Format A
90	cvbn	80	vbn	Corner Property	N/A	cvbn	N/A	Store Format B

## Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	90	8hgb	Store Format A
Number of Items per Bill	8	6ghy	Store Format A
Number of Bills per Month	90	htb	Store Format A
Average Price per item (in Rupees)	9	h	Store Format A
Gross Margin % Estimate	90	bn	Store Format B
Number of Bills per Month	78	ihn	Store Format B
Number of Items per Bill	67	gb	Store Format B
Average Price per item (in Rupees)	90	8h	Store Format B

## Rent Expenses

Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses
0	800	80	900	Store Format A	vbn
0	900	90	100	Store Format B	ghj

## Sales Summary Comparison

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

# Summary

Promotions Submissions	Promotions Summarise
xcvbnm	fghjk

Last Updated: 2026-01-02 12:16:16