

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	100	29	medium	normal	BE	1	23	23
12	100	28	large	normal	BE	2	43	86

Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
0	12	3.0	36
0	12	4.0	48

Competition Intensity

Upload Image	Total Square Footage	Assumptions
N/A	Medium	testing

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
High	testing

Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
16	testing	34	jsdsdsjk	Corner Property	N/A	73uds	parkingDetails: {'valet': True, 'rationale': '323', 'twoWheeler': '2', 'fourWheeler': '3', 'conversionFactor': 100} highstreetDetails: {'rationale': '2332', 'numberOfPillars': '23', 'stepsFromFootpath': '32', 'widthToDepthRatio': '32', 'floorToCeilingHeight': '2323'}	Store Format A
N/A	N/A	N/A	N/A	Corner Property	N/A	N/A	parkingDetails: {'valet': False, 'rationale': '', 'twoWheeler': '', 'fourWheeler': '', 'conversionFactor': 0} highstreetDetails: {'rationale': '', 'numberOfPillars': '', 'stepsFromFootpath': '', 'widthToDepthRatio': '', 'floorToCeilingHeight': ''}	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
Number of Bills per Month	12	N/A	Store Format A
Gross Margin % Estimate	100	N/A	Store Format A
Average Price per item (in Rupees)	10000	N/A	Store Format A
Number of Items per Bill	2	N/A	Store Format A
Gross Margin % Estimate	12	N/A	Store Format B
Number of Bills per Month	21	N/A	Store Format B
Average Price per item (in Rupees)	10000	N/A	Store Format B
Number of Items per Bill	2	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	0	0	0	Store Format A	N/A
0	1000	12	12	Store Format B	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

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