

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	21321	12	322223	4343	BE	32	3243243	103783776
12	21321	21	34343	342323	BE	23	4324233	99457359

Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
0	2	100.0	200
0	3	100.0	300

Competition Intensity

Upload Image	Total Square Footage	Assumptions
uploads/module_10_metrics_report_group_60.pdf	Medium	testing

Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark
boss	233223	3	121231	testing

Location Spillage Factor

Estimated Spillage Factor	Assumptions
N/A	N/A

Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
323	iudfsf	ddsfsd	fdsfsd	Highstreet	N/A	23e	parkingDetails: {'valet': True, 'rationale': 'dsfdsf', 'twoWheeler': 'yes', 'fourWheeler': 'yes', 'conversionFactor': 100} highstreetDetails: {'rationale': '23e', 'numberOfPillars': '2', 'stepsFromFootpath': '2', 'widthToDepthRatio': '1', 'floorToCeilingHeight': '2'}	Store Format A
23	sd	23	sds	Corner Property	N/A	wed	parkingDetails: {'valet': True, 'rationale': 'wed', 'twoWheeler': '2', 'fourWheeler': '3', 'conversionFactor': 0}	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	100	testig	Store Format A
Number of Bills per Month	12005	testing	Store Format A
Number of Items per Bill	23	324	Store Format A
Average Price per item (in Rupees)	23	3432	Store Format A
Number of Bills per Month	210	N/A	Store Format B
Gross Margin % Estimate	12	N/A	Store Format B
Number of Items per Bill	12	N/A	Store Format B
Average Price per item (in Rupees)	1212	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	100000	3	15000	Store Format A	N/A
0	0	0	0	Store Format B	N/A

Sales Summary Comparison

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

Summary

Promotions Submissions	Promotions Summarise
testing	testing

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