

## 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	25	10000	hhfggj	cvb	1	10010	10010
10	120	28	123.20	tghtijh	dg	2	235	470
5	300	29	14250	rhytjuymk,	rhytju	1	10505	10505

### Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
12	2	12.0	24
10	12	25.0	300
5	5	25.0	125

### Competition Intensity

Upload Image	Total Square Footage	Assumptions
uploads/sonic-offline copy.png	Low	N/A

### Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark
hgmh	5	10	12300	bgbhj

### Location Spillage Factor

Estimated Spillage Factor	Assumptions
Low	fdgbfnh

## Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
20	20	ghj	hfg	Corner Property	N/A	cvb	<b>mallDetails:</b> {'minimumFrontage': '50', 'widthToDepthRatio': '20'}	Store Format B
200	hgjm,kj	cvb	cb	Corner Property	N/A	cvb	<b>mallDetails:</b> {'minimumFrontage': '20', 'widthToDepthRatio': '10'}	Store Format A

## Sales Estimates

Parameter	Value	Remark	Store Format Type
Number of Bills per Month	50	rgthfy	Store Format B
Average Price per item (in Rupees)	42	rgth	Store Format B
Number of Items per Bill	90	rgth	Store Format B
Number of Bills per Month	50	hjk	Store Format A
Gross Margin % Estimate	1200	jhk	Store Format A
Number of Items per Bill	20	rsdgrh	Store Format A
Average Price per item (in Rupees)	20	sregthr	Store Format A
Gross Margin % Estimate	20	rgdthf	Store Format B

## Rent Expenses

Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses
0	452	2	2342	Store Format B	jk,h
0	5342	4	12544	Store Format A	gfh

## Sales Summary Comparison

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

## Summary

Promotions Submissions	Promotions Summarise
N/A	N/A

