

## 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
0	0	0	N/A	N/A	N/A	0	0	0

### Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
0	0	0	0

### Competition Intensity

Upload Image	Total Square Footage	Assumptions
N/A	N/A	N/A

### Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Per Bill	Avg Price	Other Remark
N/A	0	0	0	N/A

### 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
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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