

## 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	122222	333333	434763	tes99	dfdf	2	2	4
0	222222	444444	574575	maktif444	dfdf	2	2	4

### Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
12	122222	100.0	12222200
12	122222	100.0	12222200

### Competition Intensity

Upload Image	Total Square Footage	Assumptions
uploads/Rohith Photo.png	Medium	testt

### Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark
ser	122112	3233	42	remark

### Location Spillage Factor

Estimated Spillage Factor	Assumptions
High	testttt

### Location Details

Trading Radius	Trading Rational	Adjacencies	Adjacencies Rational	Location Characteristics	Corner Property Rational	Rational	Details	Store Format Type
4	weweew	uyuu	df	Corner Property	N/A	ee	<b>parkingDetails:</b> {'valet': True, 'twoWheeler': 'fnfdnmdfnmdf', 'fourWheeler': 'dfndfn', 'conversionFactor': 100} <b>highstreetDetails:</b> {'numberOfPillars': 'dfdf', 'stepsFromFootpath': 'df', 'widthToDepthRatio': 'jd', 'floorToCeilingHeight': 'jh'}	Store Format A
4	sd	sdsd	sdsdsd	N/A	N/A	N/A	N/A	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
Number of Bills per Month	1221222222	wewe	Store Format A
Gross Margin % Estimate	100	122dddd	Store Format A
Number of Bills per Month	233	ewee	Store Format B
Number of Items per Bill	3323	rer	Store Format A
Average Price per item (in Rupees)	488833	434re	Store Format A
Gross Margin % Estimate	100	er	Store Format B
Number of Items per Bill	2	rte	Store Format B
Average Price per item (in Rupees)	2	fer	Store Format B

Rent Expenses

Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses
0	3	3	3	Store Format A	34
0	3	3	3	Store Format B	we

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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