

## 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
12	65	100.0	6500
1	76	32.0	2432
1	1234	12.0	14808

### 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
jhgyb	45	67	12345	322wedsfdgf

### 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
234	234edfdgf	234	werfsdg	Corner Property	N/A	wesrtdg	<b>parkingDetails:</b> {'valet': True, 'rationale': '43', 'twoWheeler': '12', 'fourWheeler': '21', 'conversionFactor': 100}	Store Format A
23	24	23	2345	Corner Property	N/A	wesrdg	<b>parkingDetails:</b> {'valet': True, 'rationale': 'wesr', 'twoWheeler': '234', 'fourWheeler': '234435', 'conversionFactor': 100}	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	7	N/A	Store Format A
Number of Bills per Month	7	N/A	Store Format A
Number of Items per Bill	8	N/A	Store Format A
Average Price per item (in Rupees)	876	N/A	Store Format A
Gross Margin % Estimate	66	N/A	Store Format B
Number of Bills per Month	7	N/A	Store Format B
Number of Items per Bill	7	N/A	Store Format B
Average Price per item (in Rupees)	876	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	76	5	8765	Store Format A	hvg
0	76	5	67	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

