

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 Pre Bill | Avg Price | Other Remark |
|----------------------|-----------------|----------------|-----------|--------------|
| jhgvyb | 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 | parkingDetails: {'valet': True, 'rationale': '43', 'twoWheeler': '12', 'fourWheeler': '21', 'conversionFactor': 100} | Store Format A |
| 23 | 24 | 23 | 2345 | Corner Property | N/A | wesrdg | parkingDetails: {'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 |

