

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
10	10	20	3667	10	fghj	67	89	5963
11	100	20	dscxv	1j	cvbn	90	978	88020

Catchment Potential

ISEC Segment	Number of Households	Percentage of Segment	Potential Number of Households
10	10	90.0	900
11	11	80.0	880

Competition Intensity

Upload Image	Total Square Footage	Assumptions
uploads/1.png	Low	N/A

Competitor Benchmarking

Reference Competitor	Bills Per Month	Items Pre Bill	Avg Price	Other Remark
njnj	80	90	80	hijkl

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
90	bnm,	80	70	Corner Property	N/A	bnm,	N/A	Store Format A
90	ghjk	80	70	Corner Property	N/A	bnm,	N/A	Store Format B

Sales Estimates

Parameter	Value	Remark	Store Format Type
Gross Margin % Estimate	90	bnm,	Store Format A
Number of Bills per Month	80	erty	Store Format A
Number of Items per Bill	70	dfghj	Store Format A
Average Price per item (in Rupees)	60	xcvbn	Store Format A
Gross Margin % Estimate	70	bnm,	Store Format B
Number of Bills per Month	50	bnm,	Store Format B
Number of Items per Bill	40	bnm,	Store Format B
Average Price per item (in Rupees)	10	hijkl	Store Format B

Rent Expenses

Store Size	Rental Advance Amount	Rental Advance Period	Rent Per Month	Store Format Type	Rational For Rental Expenses
0	50	90	70	Store Format A	bnm,
0	90	90	70	Store Format B	vbnm

Sales Summary Comparison

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

Summary

Promotions Submissions	Promotions Summarise
N/A	N/A