

Location & Catchment Analysis

Consumer Electronics & Appliances

Document type: Financial model / analysis · Generated 28 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses a proposed store location — footfall and demand, competition (incl large-format and online), visibility and accessibility, and rent viability — with a go/no-go, since location still matters for a high-consideration purchase. Use it before signing a lease. For setup use the Electronics Business Setup Guide.

Purpose of this tool & output

Pick a location that captures footfall

How the output is used

Use it to pick a location that captures footfall — weigh the catchment, competing stores and access before you sign a lease.

Who should vet it

A local dealer or a retail-property advisor, to confirm the real footfall and competition at the site.

Important cautions

Location and demo experience still matter for high-consideration electronics, but rent must be viable against thin margins and online pressure; a trusted market presence plus service is the differentiator.

Companion documents

- Electronics Business Setup Guide
- Electronics Business Plan
- Retail vs Service vs Online Model Selector
- Brand Dealership Acquisition
- Store & Service Organisation Planner
- Store Brand Positioning

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.