



SPEED DATA LLC

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Feasibility Study

Proposed Gas Station, Ardmore, Oklahoma

Proposed Gas Station



Prepared For:

BTS Global LLC
697 12TH Avenue NW,
Ardmore, Oklahoma 73401

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Proposed Location:

697 12th Avenue NW, Ardmore, Oklahoma 73401

Site Survey Video Link: <https://youtu.be/R9acluPEbuk>



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SECTION I – SCOPE AND PURPOSE

Scope

Speed Data LLC has been commissioned by BTS Global LLC to perform a feasibility study for the proposed development of a Gas Station/Convenience Store (hereafter referred to as "Gas Station") in Ardmore, Oklahoma. The findings in this study are based on a high-level analysis of gas station and convenience store competition, site characteristics, and sales potential for the trade area.

This feasibility study provides a demographic and economic overview of the subject area to determine the overall feasibility of a proposed gas station development. This study represents compiled data from the most up-to-date sources available to Speed Data LLC at the time the report was completed, and Speed Data LLC cannot be held responsible for updates or changes to data that occurred after each data source was accessed. In addition, the report includes preliminary data and input regarding the overall feasibility of the project today and analyzes the potential for future growth in demand for the subject area.

Purpose

The Speed Data LLC feasibility study forecasts the overall project viability and assesses the size and scope of the proposed development. The report provides owners, investors, operators, suppliers, and lenders with a snapshot of the project's overall feasibility based on market conditions at the time of the assessment and is for discussion purposes only. Future macroeconomic events affecting gasoline/diesel and the economy cannot be predicted and may impact the development and performance of this project.

In addition, estimated volume and sales projections have been prepared based on current operating performance in the market area as determined through a competitive analysis and review of industry data. Finally, recommendations as to the property type, property size, services offered, and amenities were included. The proposed location will consist of a gas station with a convenience store, gas/diesel station, auto parking, and other gas station amenities.

Speed Data LLC does not warrant nor guarantee the viability of the development or related possible investments. Therefore, potential developers and investors should rely on multiple due diligence sources when making investment decisions.

SECTION II – EXECUTIVE SUMMARY

The proposed gas station site is located at the northeast quadrant where G Street NW and 12th Avenue NW intersect, in Carter County, Ardmore, Oklahoma. Carter County is a county in the U.S. state of Oklahoma in Ardmore Metro area. Ardmore is 90 miles (140 km) from both Oklahoma City and Dallas/Fort Worth, Texas, at the junction of Interstate 35 and U.S. Highway 70, and is generally considered the hub of the 13-county region of South Central Oklahoma.

The following is a summary of the market feasibility study, which includes primary data and input regarding the overall feasibility of the gas station project today and analyzes the future growth of the subject area.

Geographic Location

- The proposed site is +/- 0.75 acres (approximately 32,670 sq. ft.)
- It is located at the northeast hard corner of the signalized intersection of G Street NW and 12th Avenue NW.
- The proposed gas station would include gasoline, auto-diesel, and a convenience store with food service.
- Approximately 1.2 miles north of Ardmore, Oklahoma.
- Approximately 8.7 miles north of Overbrook, Oklahoma.
- Approximately 18.5 miles north of Marietta, Oklahoma.
- Approximately 9.8 miles northwest of Lake Murray State Park.
- Approximately 114 miles north of Dallas-Fort Worth Metropolitan area.



Subject Site Evaluation

Zoning	Zoned for Commercial Use
Accessibility	<ul style="list-style-type: none"> Easily accessible (ingress/egress) from major roadways. Direct access to 12th Avenue NW and G Street NW. Easy access to IH-35, US Hwy 77, N Commerce Street, 11th Avenue NW, 13th Avenue NW, 14th Avenue NW, Wolverton Street, Northwest Blvd, Hargrove Street, N Washington Street, Overbrook, Ardmore, Marietta, Lake Murray, Oklahoma City, and Dallas-Fort Worth Metropolitan area. Accessible to private and commercial auto vehicles.
Visibility	<ul style="list-style-type: none"> Hard corner prime property. Excellent visibility for travelers and residents. Average traffic count (all directions) of at least 14,736 vehicles per day would have access to the site.
Utilities	Available Electricity, Water/Sewer, Cable, Telephone, and Gas/Propane
Topography	Level
Competition	Limited gas stations and convenience stores competitors nearby.

Proposed Use

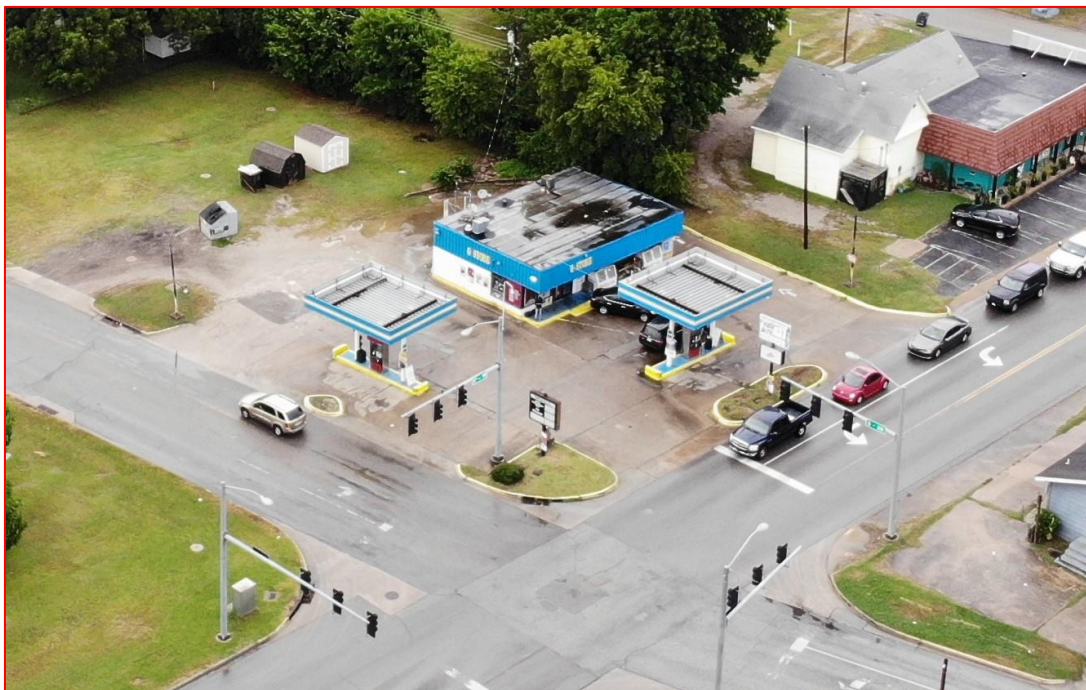
- Gas Station with gasoline and diesel pumps, air station, and auto parking.
- Branded site for gasoline and diesel.
- Gasoline/Diesel: Three (3) MPDs with six (6) gas hoses and six (6) diesel hoses.
- Convenience store ~ 2,400 sq. ft., which may include a full kitchen, deli, national franchise restaurant (i.e. Krispy Krunchy Chicken or Chester's Chicken), "Grab-N-Go" food items, snacks, beverages, and fresh produce.
- Tremendous potential for retail and commercial development.
- Expected to be in character with and to complement surrounding land uses.

Economic Factors Driving Gas Station Demand

The volume of private and commercial vehicles traveling on Oklahoma' roads directly influences gas station demand in both urban and rural areas. The market area is fortunate to have ideal location with utilities at competitive rates, primed growth will make superb demand generators for the proposed gas station and convenience store.

Accessibility, location and excellent quality of life make the proposed site as fastest growing location in the city of Ardmore area. It's affordable and primed for growth, and will support community with continuous expanding infrastructure. Population size and growth are important indication in any land development. The population growth and size indicates the demand for a development and determine the possibility of a sustainable development. The remodeling of existing gas station and convenience store on proposed site could possibly cause an increase in the use by travelers from other areas and therewith possibly increase the economic base of the primary market and surrounding areas.

It is still paramount importance to note the location of proposed site considering that the vehicular movement will utilize these gas station and convenience store. The market demand will be determined by way of a traffic count as well as socio-economic factors and an increase in freight demand in Ardmore city.



SECTION III - SITE ANALYSIS

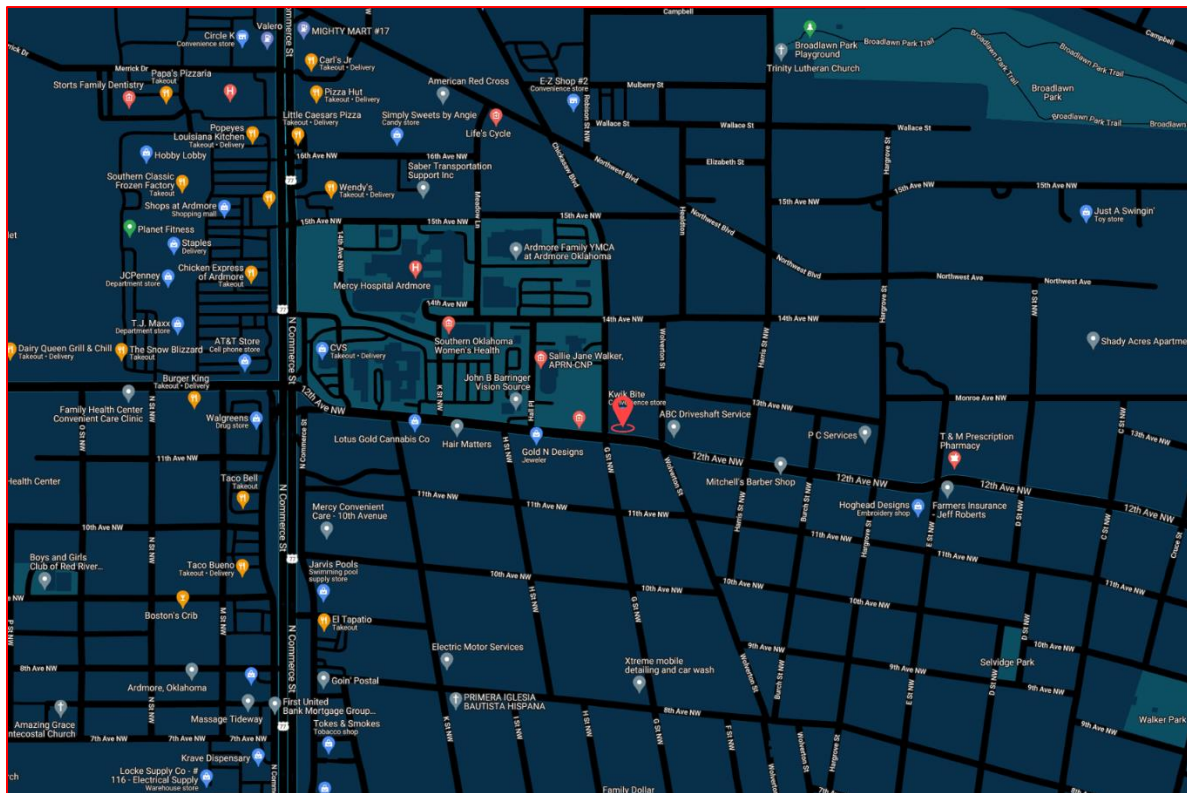
The suitability of the land for the operation of a gasoline station and convenience store is an important consideration affecting a property's economic viability and overall value. Factors such as size, topography, access, visibility, and the availability of utilities directly impact the desirability of a particular site. For example, this site's topography is generally flat, and the shape of the site should permit efficient use of the site for building and site improvements, including ingress and egress.

The development potential of a planned facility is linked to the specific characteristics and attributes of its establishment site. An in-depth analysis matrix is utilized to illustrate the viability and suitability of the development location and highlight important development strengths of the identified location.

The site analysis includes the following:

- Site Location
- Geographic Information System
- Site and Surroundings
- Accessibility and Visibility
- Assessment Matrix

Site Location



Site and Surroundings

Currently operating as “Kwik Bite” convenience store and gas station with two separate canopy, which has single MPD on each. It has been proposed to feature a remodeling of existing gas station into a branded gasoline and modern convenience store.

The surrounding area includes:

- Greater Southwest Historic Museum – 1.9 miles
 - Memorial Park – 4.1 miles
 - Goddard Art Center – 1.1 miles
 - Ardmore Convention Center – 2.1 miles
 - Eliza Cruce Hall Doll Museum – 0.8 miles
 - Heritage Hall – 1.1 miles
 - Mercy Hospital Ardmore – 0.3 miles
 - Oklahoma Heart Hospital – 0.6 miles
 - Lake Murray State Park – 9.8 miles
- ➔ Dallas-Fort Worth International Airport – 99.6 miles
- ➔ Will Rogers World Airport (Oklahoma City) – 99.3 miles

Proposed Site and Surrounding Area Pictures

Proposed site topography



Intersection formed by 12th Avenue NW and G Street NW



Major frontage, visibility, and accessibility on both side of roadways





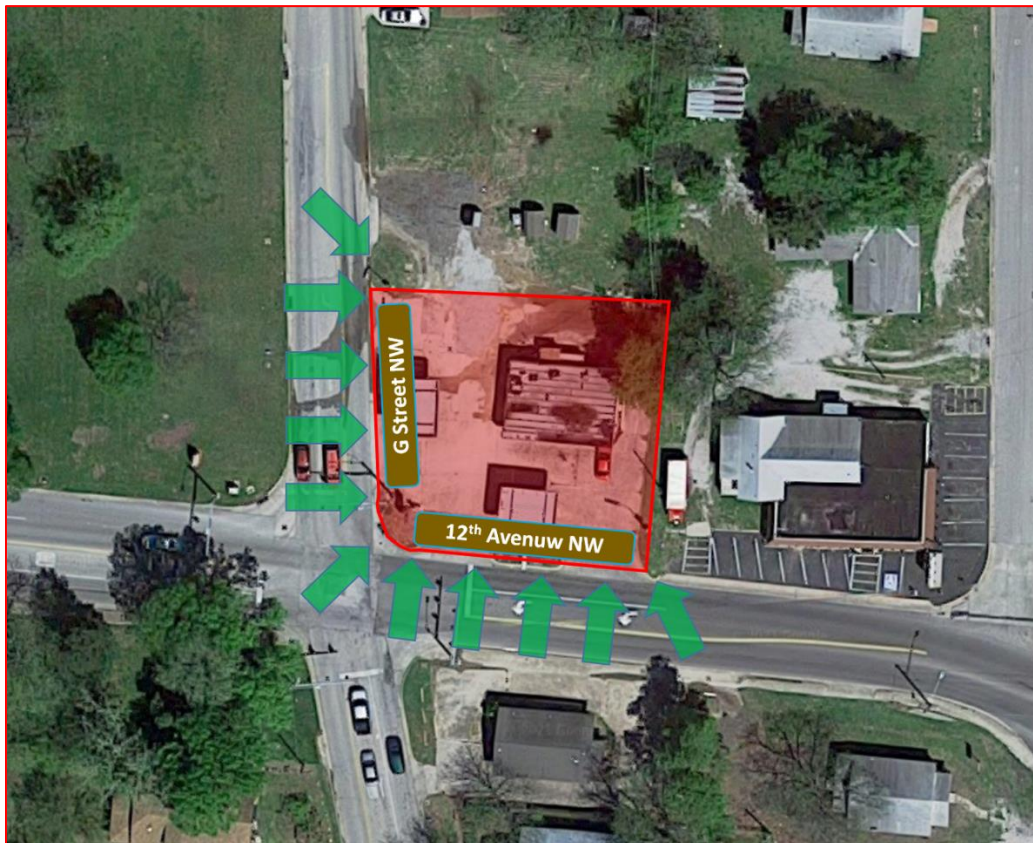
↑ Operating as Kwik Bite gas station and convenience store ↓



Accessibility and Visibility

The accessibility and visibility aim to highlight the exposure of the development site which is directly correlated to the potential utilization of the gas station and convenience store by the passing traffic. It is important to analyze the site with respect to regional and local transportation routes and demand generators, including ease of access.

The proposed site is accessible via several local and county roads & State and Interstate highways. In addition, direct vehicular access to the proposed location is available on 12th Avenue NW and G Street NW. The proposed site will also be indirectly accessible from IH-35, US Hwy 77, N Commerce Street, 11th Avenue NW, 13th Avenue NW, 14th Avenue NW, Wolverton Street, Northwest Blvd, Hargrove Street, N Washington Street, Overbrook, Ardmore, Marietta, Lake Murray, Oklahoma City, and Dallas-Fort Worth Metropolitan area.





Assessment Matrix

The result of the assessment of the project site are summarized as follows:

Criteria	Assessment				
	--	-	0	+	++
Visibility					✓
Accessibility					✓
Traffic Volume					✓
Filling Station Supply				✓	
Appeal of the Site					✓
Quality/Appearance of surrounding					✓
Size and Potential Growth of the Area					✓
Security					✓
Cleanliness					✓
Customer Attractiveness					✓
Income Level				✓	
Vehicle Ownership Ratio					✓

Conclusion

We have analyzed the proposed site location, size, topography, access, visibility, and the availability of utilities. The proposed site is favorably located near the roadways, state highway, interstate highway, and a major intersection. However, the most noteworthy quality is the limited competition currently within the primary market.



SECTION IV - MARKET ANALYSIS

A market analysis is a quantitative and qualitative assessment of a market. It examines the market size, various market segments, customer buying patterns, the competition, and the overall economic environment. The steady growth of commercial and private vehicles have resulted in increased demand for gas station and convenience store along Oklahoma roadways. The proposed gas station's target market would include commercial and local traffic.

A market area's size and density profoundly impact an analysis in terms of demographic trends, demand estimates, and competitive environments. The key objective of this analysis is to recognize structural factors, opportunities, and shortcomings that will influence the market's continuous competitive circumstance and gauge the level of support that exists for the development. Speed Data LLC has performed a market analysis for the proposed site and assessed the following:

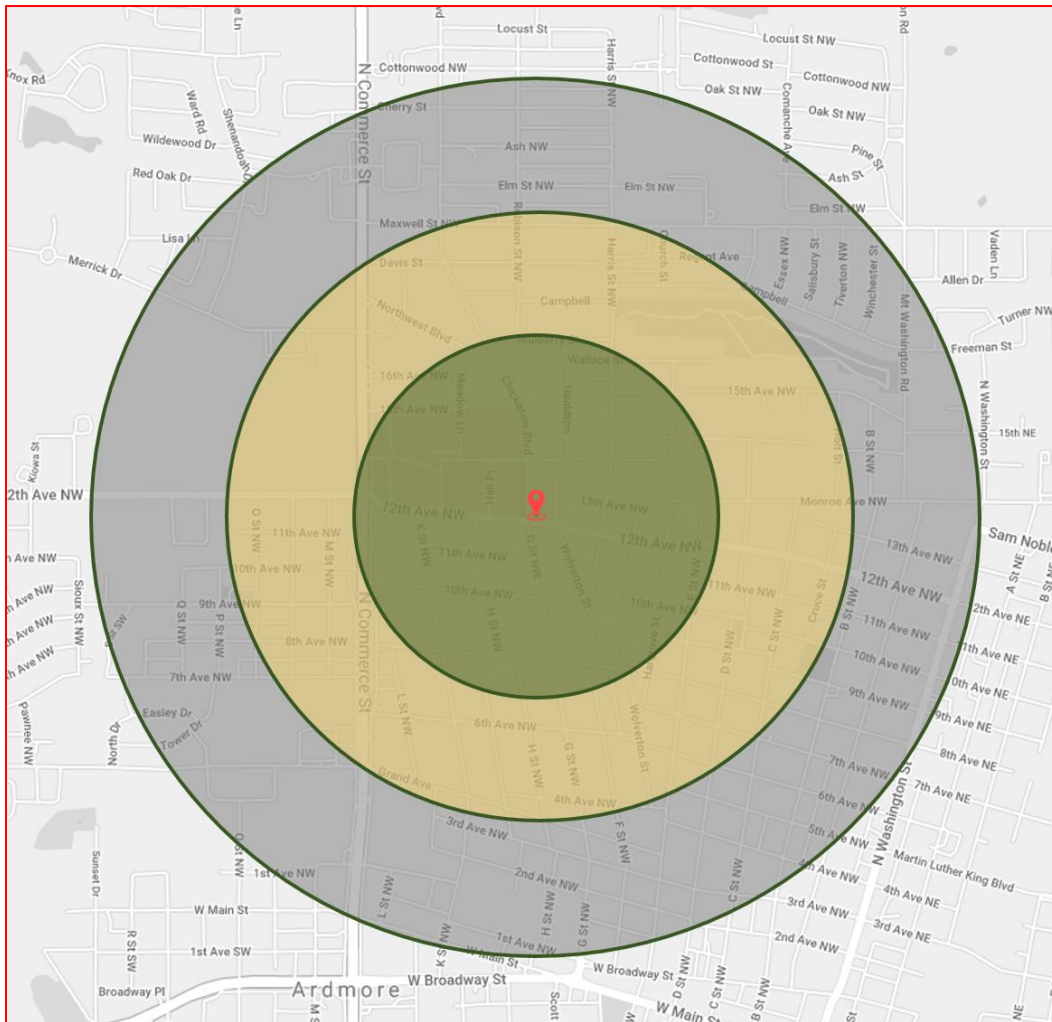
- Industry overview: The current state of the gas station industry, trends, and projected growth.
- Target customers: Potential customer demographics.
- Competitors: An overview of competitors' and their offerings.
- Volume and Sales Forecasts: What the predicted share of the market may look like.

The most common industries in the market area (by the number of employees) are Health Care, Social Assistance, Retail Trade, and Manufacturing. In addition, the market area has a high number of Mining, Oil & Gas Extraction, Utilities, and Retail Trade. The highest paying industries in the market area, by median earnings, are Mining, Oil & Gas Extraction, Agriculture, Forestry, Fishing, Hunting, and Utilities.

There is a considerable amount of residential, general commerce, and trade in the market area. It is a central location with extensive local traffic, and its ground zero with dense residential complexes, apartments, retail shops, and small businesses. Located in excellent trade area that includes: Mercy Hospital Ardmore, Ardmore Family YMCA, Southern Oklahoma Women's Health, CVS, Walmart, ABC Driveshaft Service, Hoghead Designs, Farmers Insurance, T & M Pharmacy, PC Services, Hair Matters, Lotus Gold Cannabis Co., Mercy Convenient Care, Walgreens, AT&T Store, Staples, Taco Buena, Popeyes Louisiana Kitchen, Pizza Hut, Little Caesar's Pizza, Wendy's, El Tapatio, and other small businesses & restaurants.



The market area is defined by market proximity surrounding the proposed site;



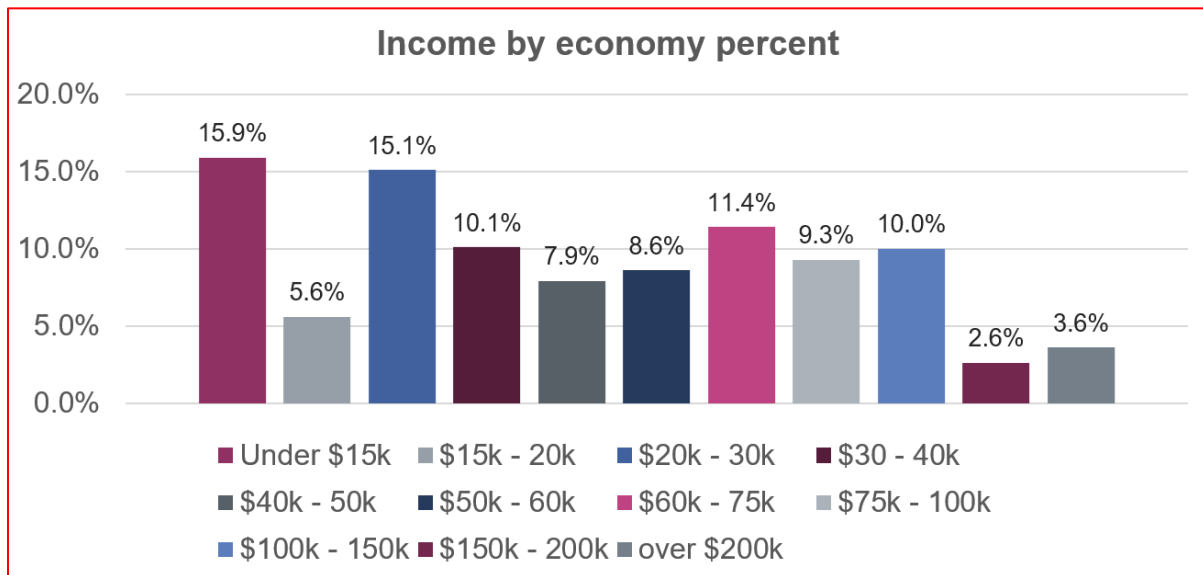


Economic Analysis

The economic analysis provides a clear picture of the current economic climate in the area surrounding the proposed site.

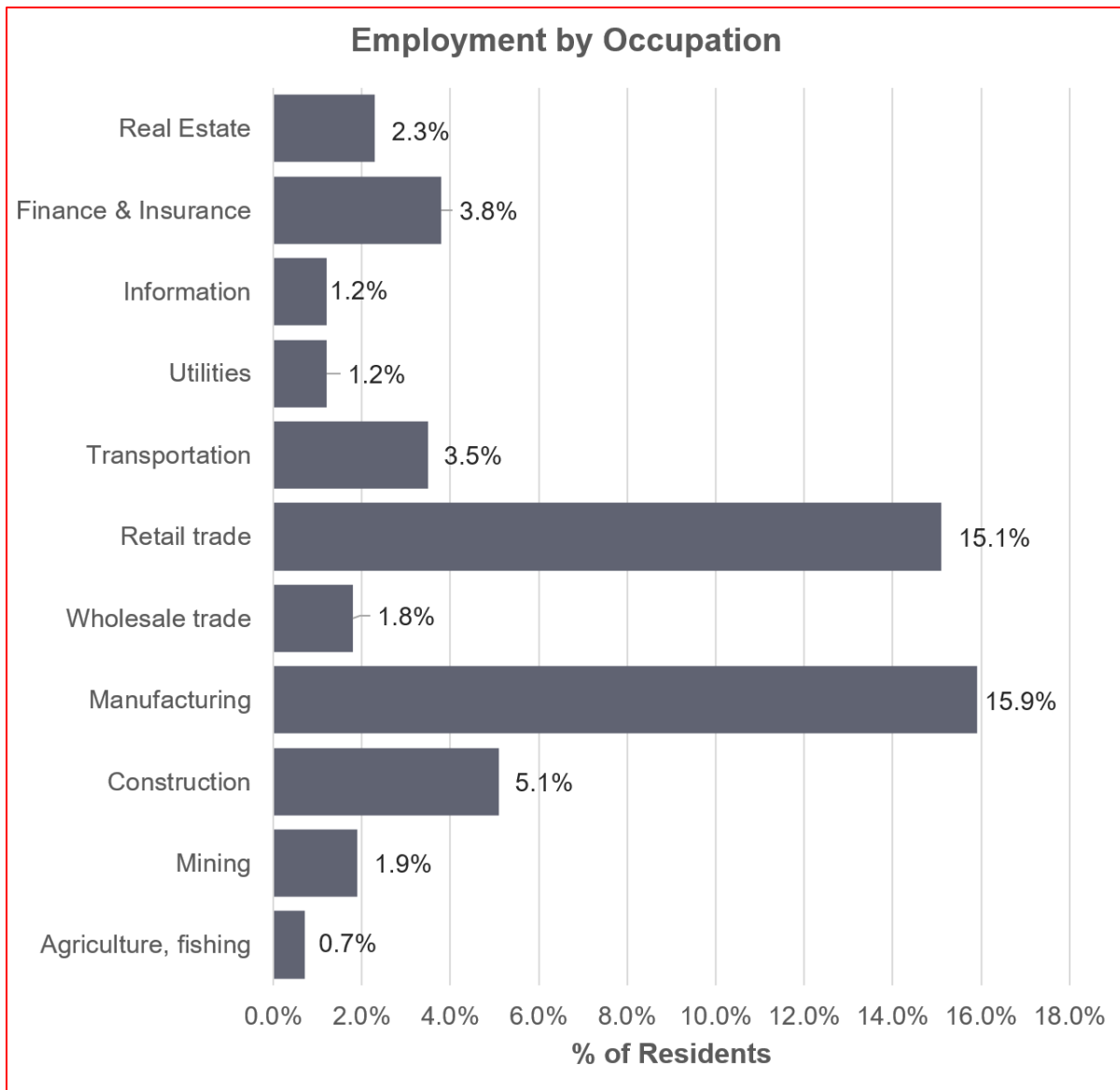
Economic factors for the market area:

ECONOMY	POPULATION PERCENT
Unemployment Rate	4.6%
Recent Job Growth	-3.5%
Future Job Growth	23.7%
Sales Taxes	9.0%
Income Tax	5.0%
Income per Capita	\$25,634





The following table shows major occupation in market area:





Demographic

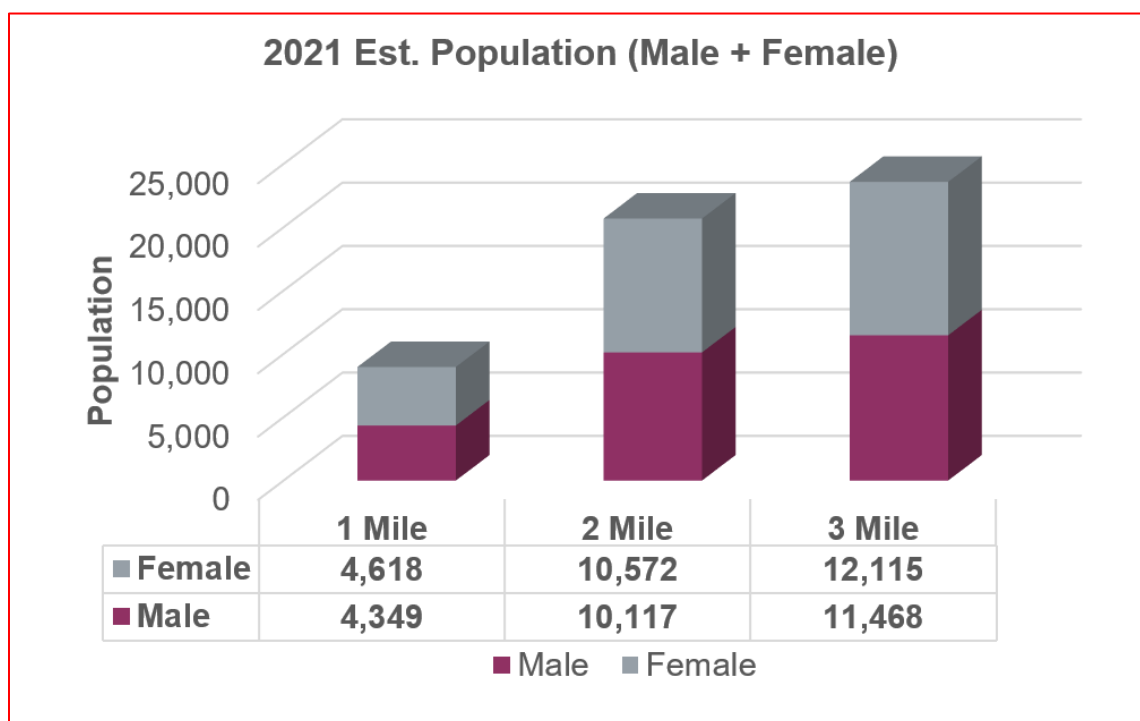
The following sections will provide an analysis of the demographic characteristics within the market area. Data such as population, households and growth pattern will be studied to determine if the market area is areas of growth or contraction.

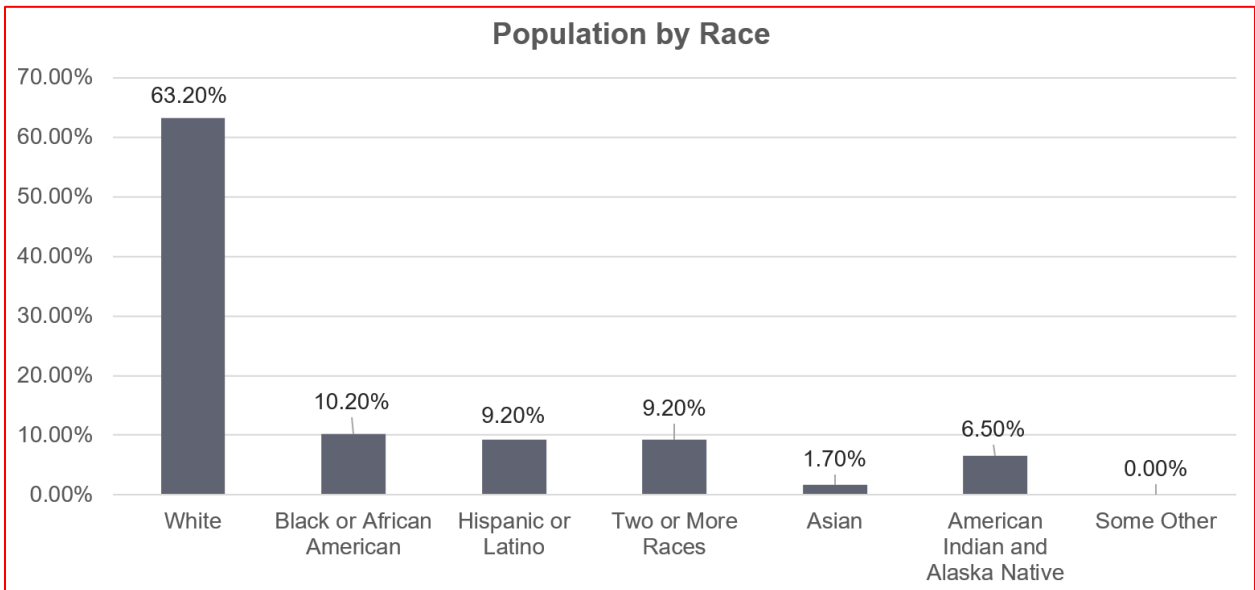
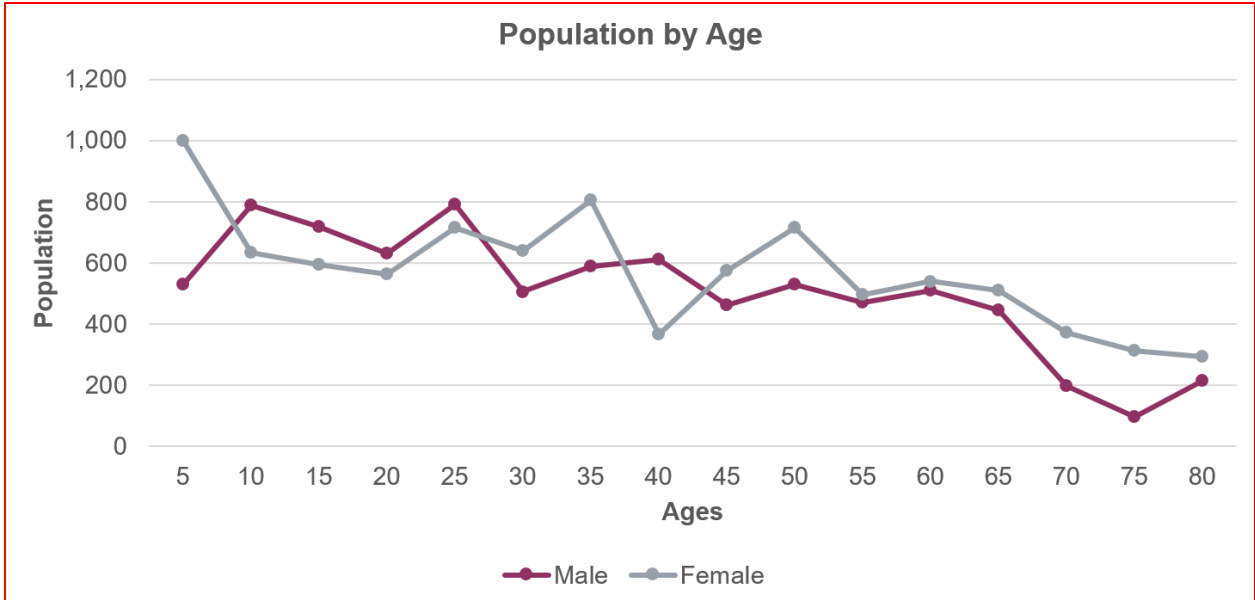
The precise demographics of the town in which site location resides is as follows:

Population:

The population in market area is 23.5k and median age is 35.3

POPULATION	1 MILE	2 MILES	3 MILES
2011 Census	7,825	18,706	22,609
2021 Estimate	8,967	20,689	23,583
2026 Projection	9,108	21,930	24,265





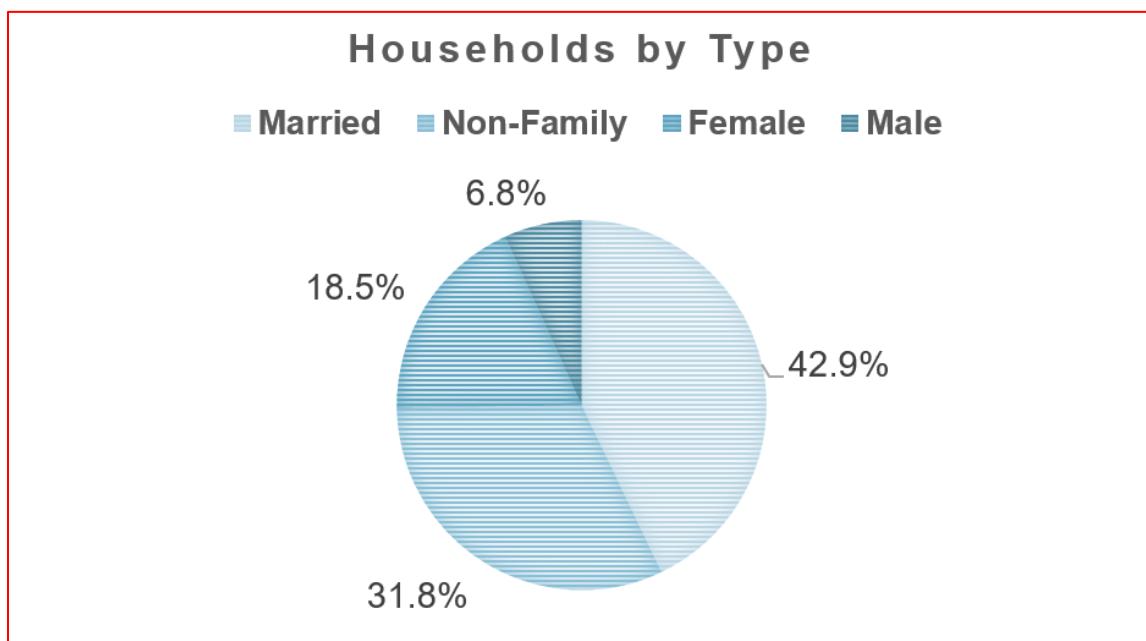


Households and Families:

HOUSEHOLD TRENDS	
Household Size	2.86
Households	8,246

FAMILY HOUSEHOLDS	
Married couple, w/children	29.0%
Married couple, no children	31.6%

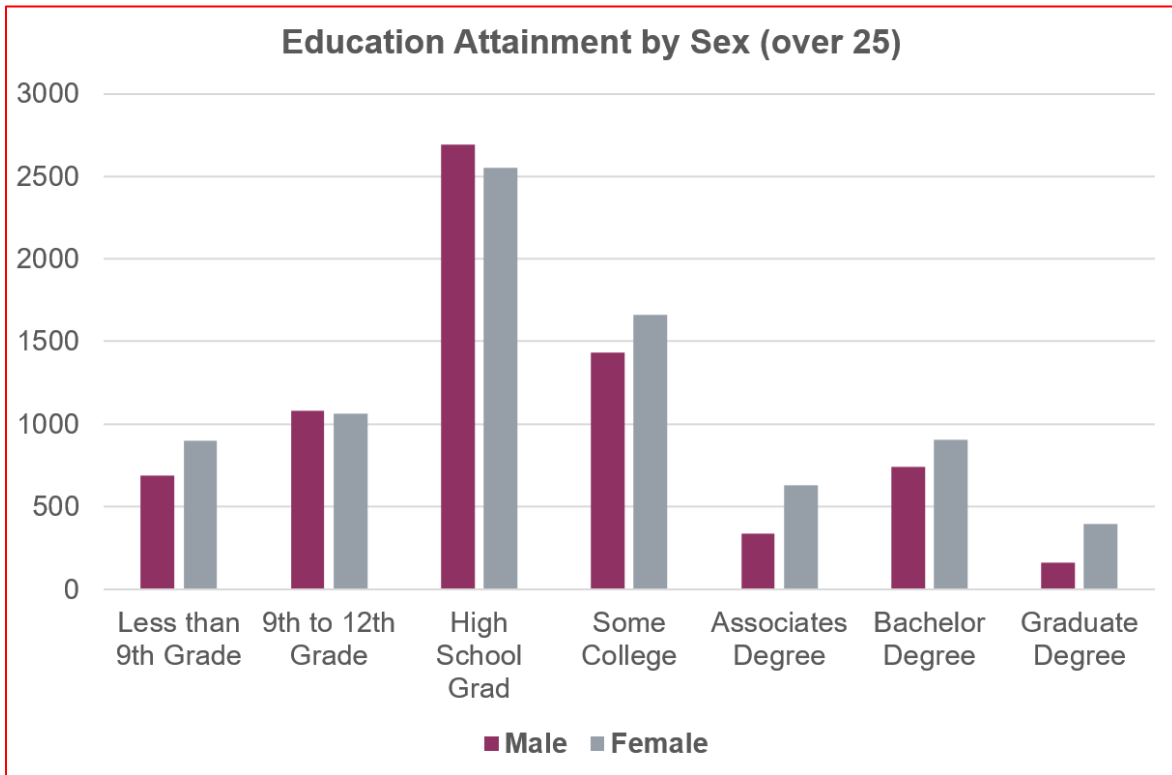
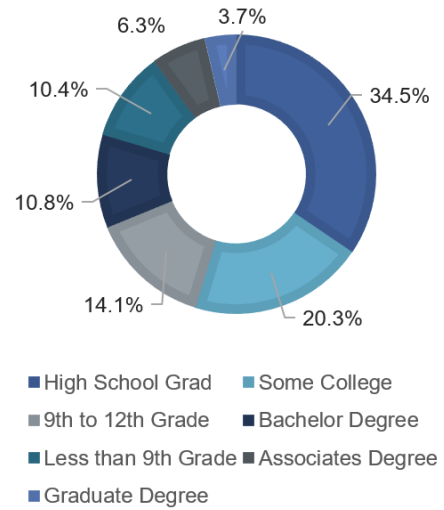
NON-FAMILY HOUSEHOLDS	
Single Householder, w/children	24.0%
Single Householder, no children	15.3%





Education:

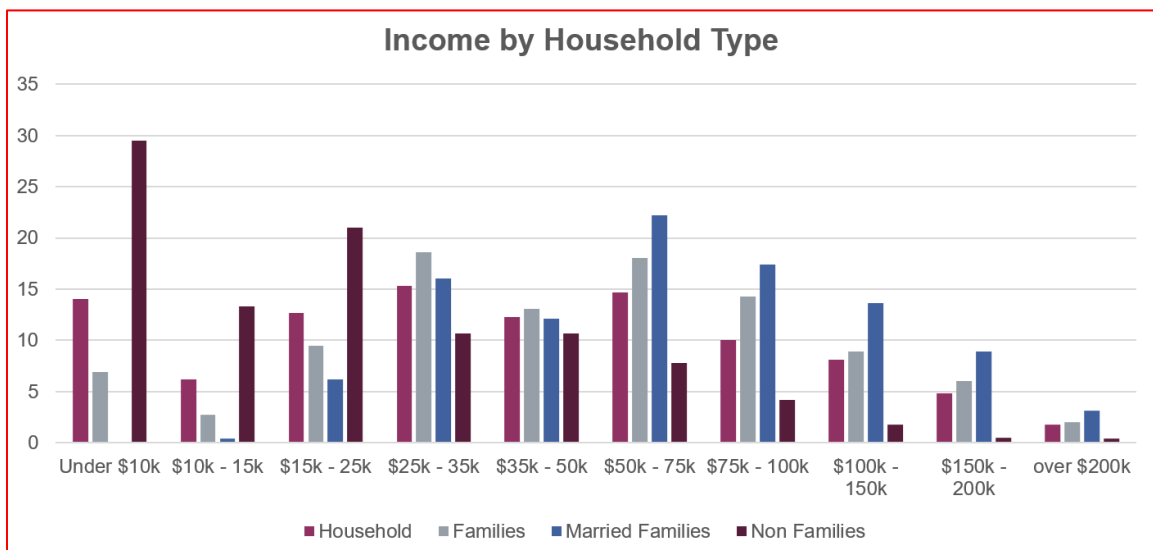
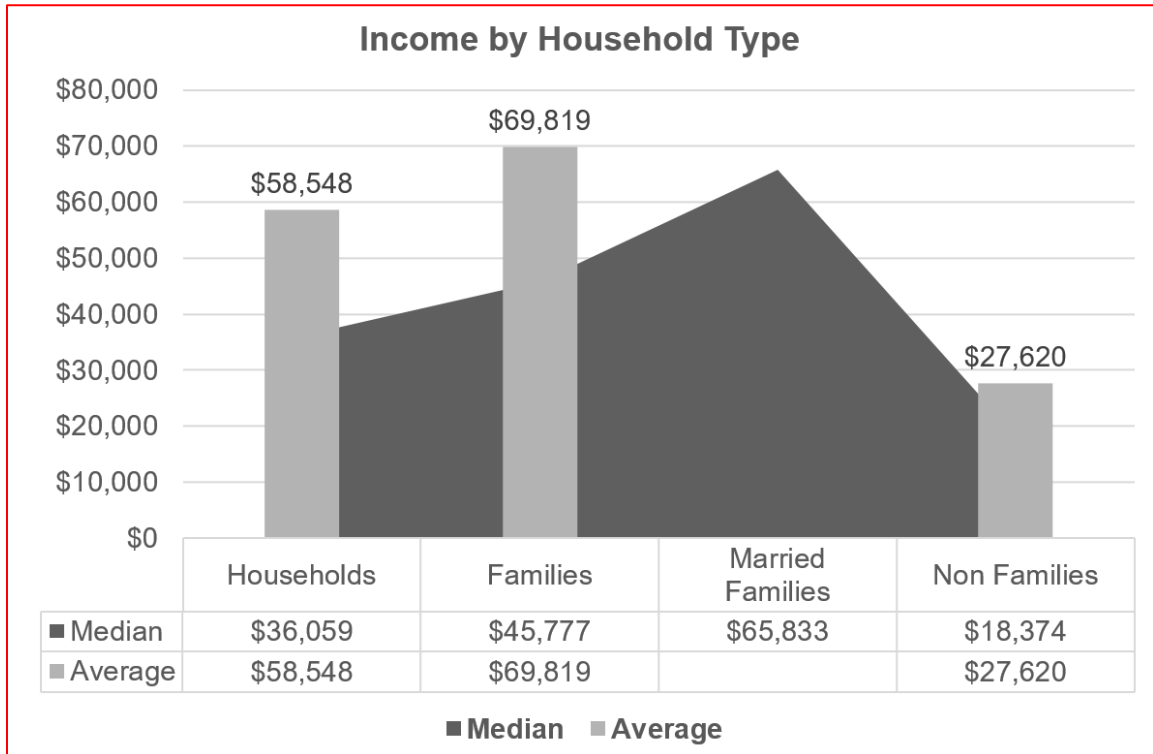
EDUCATIONAL ATTAINMENT	COUNT	PERCENTAGE
Less than 9 th Grade	1,586	10.41%
9 th to 12 th Grade	2,148	14.10%
School Graduate	5,251	34.47%
Some College	3,088	20.27%
Associates Degree	963	6.32%
Bachelor's Degree	1,642	10.78%
Graduate Degree	557	3.66%





Income:

INCOME	1 MILE	2 MILES	3 MILES
Average HH Income	\$56,024	\$57,859	\$58,548
Median HH Income	\$34,557	\$35,642	\$36,059





Traffic Volume:

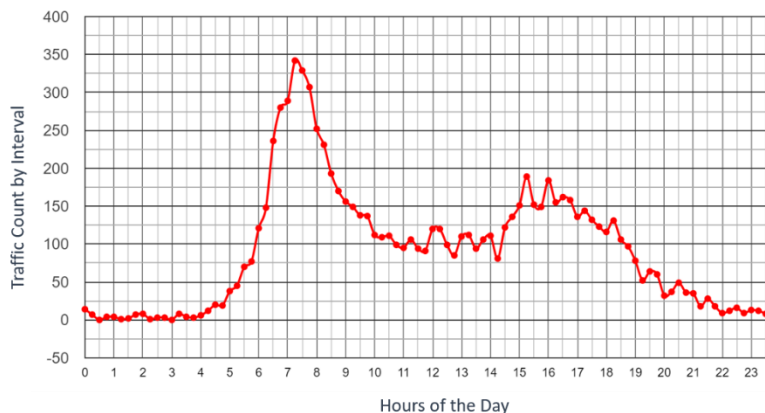
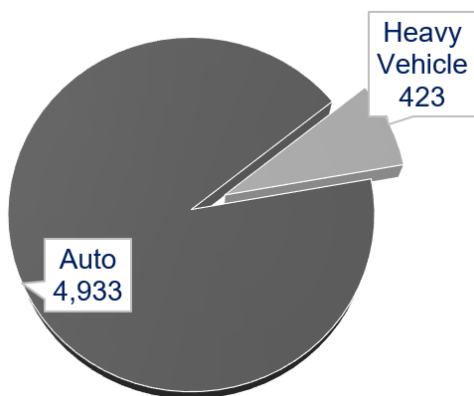
The projected traffic volume for each roadway segment in the proposed location were projected based on development according to anticipated land uses. Trip generation rates were applied to proposed site according to typical densities identified for the 12th Avenue NW and G Street NW. The expected trips generated by each roadway were added to the background traffic and distributed to the roadway network. The sum of the background traffic and the site-generated traffic yields the projected average daily traffic volumes.

These projected traffic volumes for each of the roadways within the proximity are shown as follow;

Average Daily Traffic Count

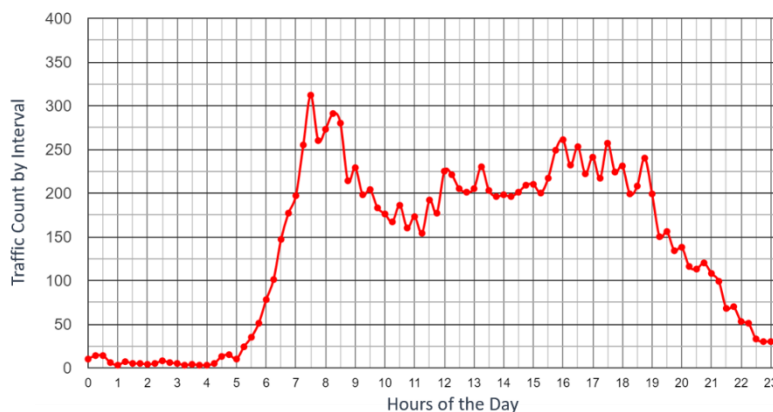
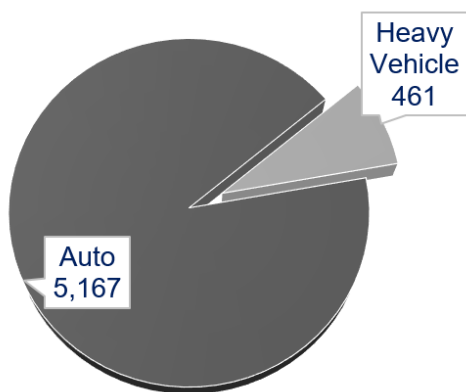
12th Avenue NW – EB

Total EB Traffic: 5,356



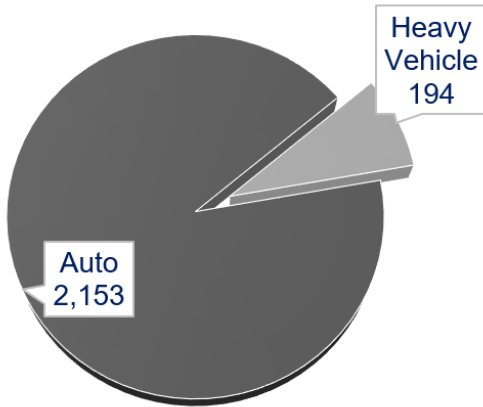
12th Avenue NW – WB

Total WB Traffic: 5,628

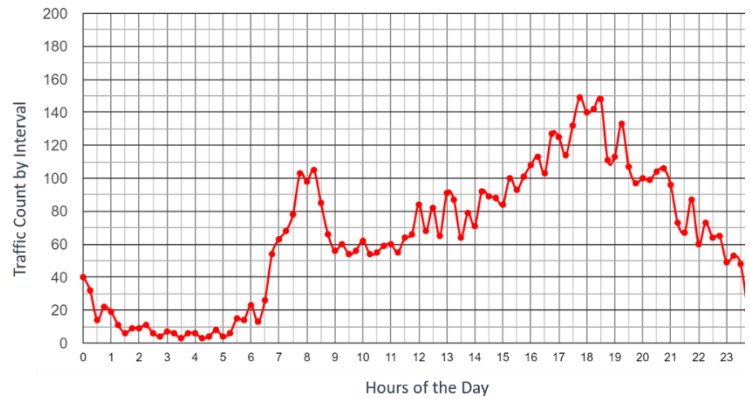




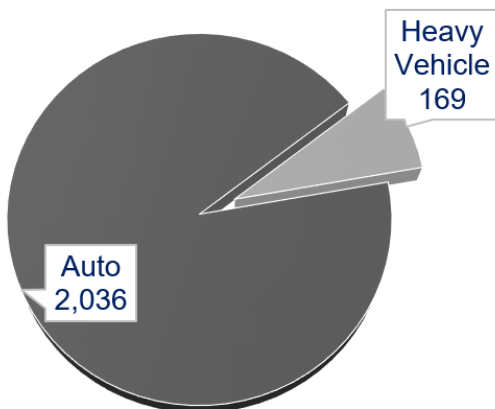
G Street NW – NB



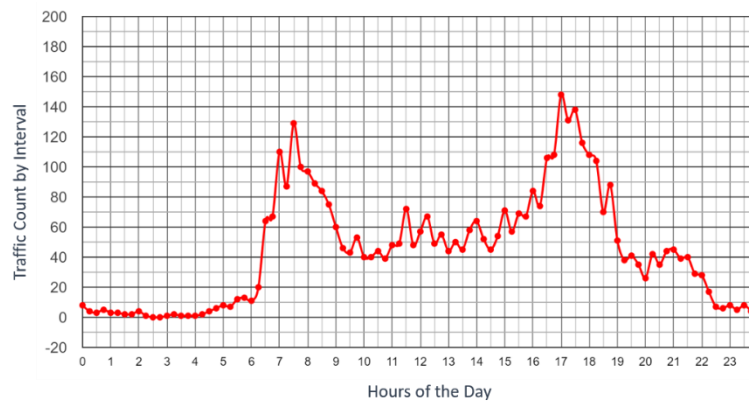
Total NB Traffic: 2,347



G Street NW – SB



Total SB Traffic: 2,205





Based on traffic count metrics, total average annual daily traffic (AADT) is 15,536.

Design Hourly Volume (DHV) and Directional Design Hourly Volume (DDHV) traffic volumes are a major factor in selecting design criteria.

$$\text{DHV} = \text{ADT} \times K$$

$$\text{DDHV} = \text{DHV} \times D \text{ or } \text{DDHV} = \text{ADT} \times K \times D$$

Where:

K = design hourly volume factor

D = directional movement factor

$$\text{ADT} = 15,536 \text{ vehicles/day}$$

$$\text{DDHV} = \text{ADT} \times K \times D = 15,536 \times 10\% \times 79\%$$

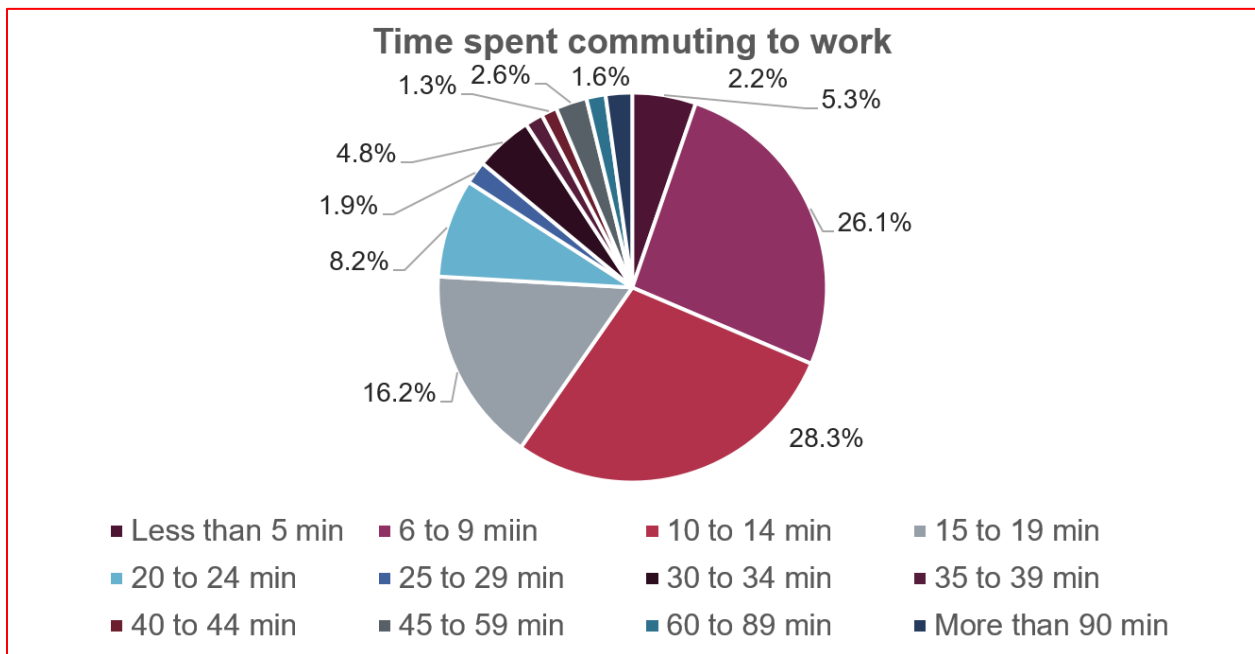
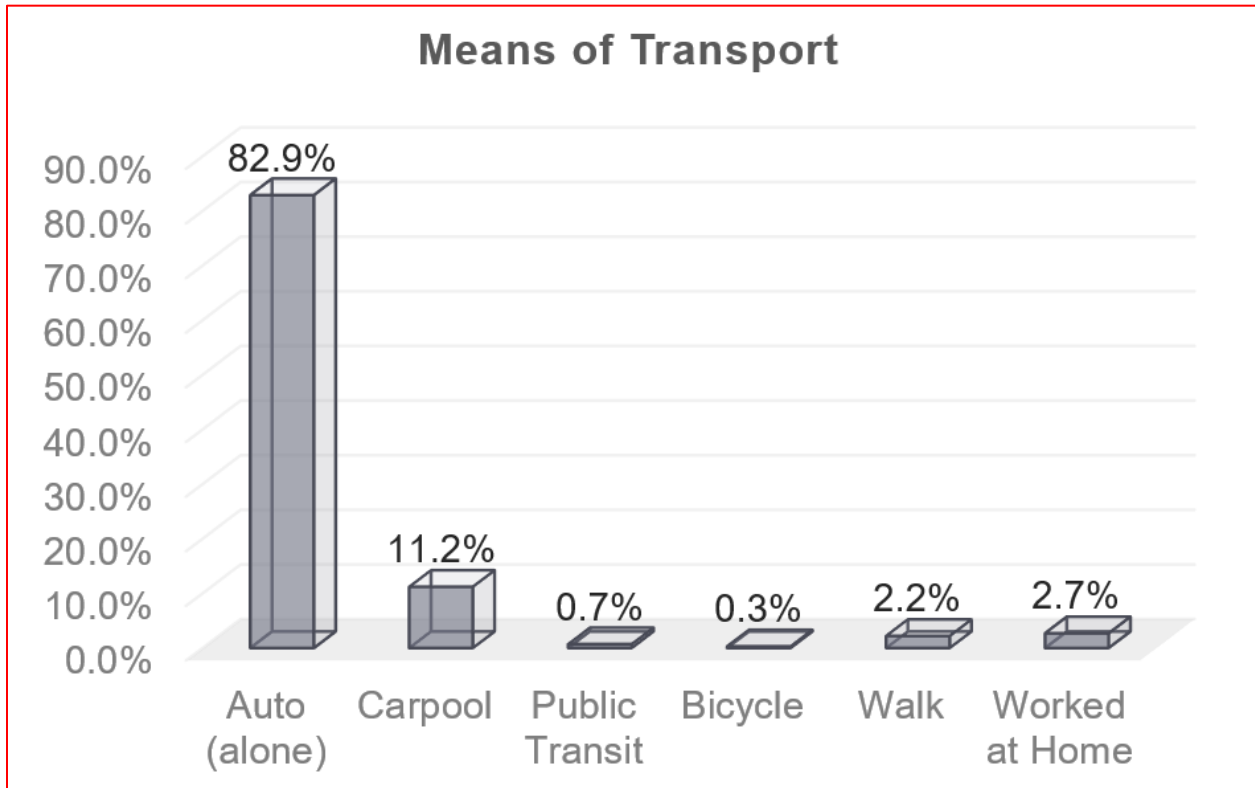
$$= 1,227.34 \sim 1,228 \text{ vehicles/hour in the peak direction}$$

$$\text{Projected traffic count} = 1,228 \times 12 = 14,736$$



Projected traffic counts: 14,736

Transportation:





Market Demand:

The market demand will be determined by way of a traffic count as well as socio-economic factors and an increase in freight demand in Ardmore, Oklahoma. To facilitate and encourage business development, the city offers progressive economic development incentives.

- **Site location:**
A proximity to market area makes a location culminate for taking advantage of the lower tax rates, better incentives, ready workforce, and transportation options. It's affordable and primed for growth, and will support community with continuous expanding infrastructure. The proposed site will bring soundness, dynamic quality, and employment increment to increase the economic base of the surrounding areas.
- **Hard corner intersection:**
The proposed site is located at the northeast quadrant where 12th Avenue NW and G Street NW intersect, in Carter County. This increments accessibility and visibility to the proposed site for nearby residents and general travelers.
- **Vehicle Traffic:**
The proposed site provides easy access to IH-35, US Hwy 77, N Commerce Street, 11th Avenue NW, 13th Avenue NW, 14th Avenue NW, Wolverton Street, Northwest Blvd, Hargrove Street, N Washington Street, Overbrook, Ardmore, Marietta, Lake Murray, Oklahoma City, and Dallas-Fort Worth Metropolitan area. It is still paramount importance to note the location of proposed site considering that the vehicular movement will utilize these gas station and convenience store.
- **Major Traffic Generators:**
The major traffic generators in the vicinity of the proposed gas station and convenience store includes Mercy Hospital Ardmore, YMCA, Walmart, single and multi-family residential homes, apartments, small businesses, and restaurants.
- **Future Development:**
12th Avenue has been slated for continued expansion with four-lanes at the corner of the proposed gas station. There are new apartments, retail stores, and small businesses developing nearby the proposed site, and these development incentives will produce more traffic towards the proposed site.

Conclusion

Accessibility, location and excellent demand generators make the proposed site as fastest growing location in the city of Ardmore area. The remodeling of existing gas station on proposed site could possibly cause an increase in the use by vehicles from other areas and therewith possibly increase the economic base of the surrounding area with possible spin-offs to other related activities to the benefit and increased employment and economic activities and related services.

SECTION V – DESIGN AND SERVICES

Based on a personal/telephonic interview with the property owner and/or representative, the proposed gas station would be constructed in a single phase. The planned facility would include a convenience store, full kitchen deli, retail stores, gas station amenities, and sell branded fuel.

Our assessment of the surrounding area supply and demand conditions indicate that this site could support a 2,400 sq. ft. convenience store with full kitchen/deli, national franchise restaurant (i.e. Krispy Krunchy Chicken or Chester's Chicken) "Grab-N-Go" food items, and branded gasoline and diesel. The gas station could also feature public restrooms, air/water, propane, and parking lots for auto vehicles.



Gasoline and Diesel Branding

The owners have chosen to keep branded gasoline and diesel. The suggested branding is for market impact. Branding will offer assistance to draw general travelers, local drivers, and long-haul drivers that require fuel between their assigned stops. A positive draw of customers is more likely on a branded unit than on an unbranded unit.

It is exceedingly suggested that the area be advanced for nearby and long-haul businesses, and for companies to fill their vehicles at the gas station.

Branding Recommendations

It is suggested that the proposed site be branded with the following options for national or regional recognition.



Branding Advantages

The essential advantage to branding is the dollar assistance offered by the fuel companies. The brand recommended is in a solid growth pattern in numerous communities comparable to this one.

Additional advantages are listed below:

- It is best to be branded on a highway and/or commuter type location.
- Branded locations have a larger dollar sale per visit than do unbranded locations.
- It is best to be branded to draw credit card sales in a transit location.
- The owner can take advantage of the rebate dollars and advertising dollars available.
- The rebate program will reduce that total investment over two to three years.
- The rebate program will enable the owner to take advantage of their return on investment.



Service Description

The following sections summarized the products and services details provided by the Client.

➤ Gasoline

- Union 76 branded gasoline and diesel
- 3 MPDs with 6 gas hoses and 6 diesel hoses
- Multiple pump dispensers at gas islands
- Pumps with slaves, dual-sided fueling capabilities
- High speed pump at duel fueling lanes
- TV monitors and credit card acceptance on MPDs
- Head-In/Drive-In gasoline layout style
- Window cleaning equipment at fueling islands

➤ Convenience Store

- “G Store” approx. 2,400 sq. ft.
- Checkout area with at least 2 registers
- 2 Ice cream reach-in dispenser
- Frozen food dispenser
- Large beer cave with domestic and imported beers
- Ice down beer display
- Reach-in beer cooler
- 20 walk-in coolers for water, juices and beverages
- 2 reach-in coolers for healthy drinks and dairy products
- Bakery product display
- Coffee Bar
- Tea brewing machines
- Espresso coffee, cappuccino, latte etc.
- Large Fountain bar
- Slurpee machine
- Gifts and souvenir items
- Heavy snack items
- Travel grocery items
- Cigarette and Tobacco display
- ATM
- Lottery
- Indoor and outdoor Ice coolers
- Separate bathrooms for Men & Women
- Customer centric staff members



➤ **Food/ Quick Service Restaurants**

- Full kitchen deli
- Franchise restaurant
- Fried foods
- Roller grills
- Fresh produces food items
- No indoor seating
- Drive-thru access

➤ **Other Facilities/Services**

- Air and Water
- Roadside assistance
- Check cashing

➤ **Signage**

- Brand pole sign
- Gas/Diesel price sign
- C-Store name sign
- Fast food and restaurant sign
- Building sign
- High-rise highway sign
- Directional signage

➤ **Parking**

- 20 auto parking spaces

➤ **Payment Options**

- Cash/Credit Card
- Point of Sale (POS) Machine
- Pay at the Pump

➤ **Utilities**

- Electric supply
- Water supply
- Phone and Internet

➤ **Operating Hours**

- Open All Days: 5AM to 12AM

The benefits of a useful and effective plan would incredibly boost the long term profitability of the proposed gas station and convenience store.



SECTION VI - COMPETITIVE ANALYSIS

Competition to an expansive degree depends on location, as stores take a stake in a territory that engenders best in-store sales prospects.

Other competitive components incorporate breadth and profundity of accessible stock, item information, customer service, cost administration, promoting programs, worker efficiency, administration of nitty gritty information, in-store presentation and overall design, hours of operation, approaching and active conveyance efficiencies, product packaging, client devotion, out-of-area competition, pricing, and notoriety.

Connections are developed with better customers, both individual and wholesale, who may qualify for rebate based on volume purchases. Distributors, however, reward volume, and high-volume retailers have the capability to construct a competitive advantage.

The following gas stations and convenience stores are located within a 1 miles radius, thus providing either direct or indirect competition for customers:

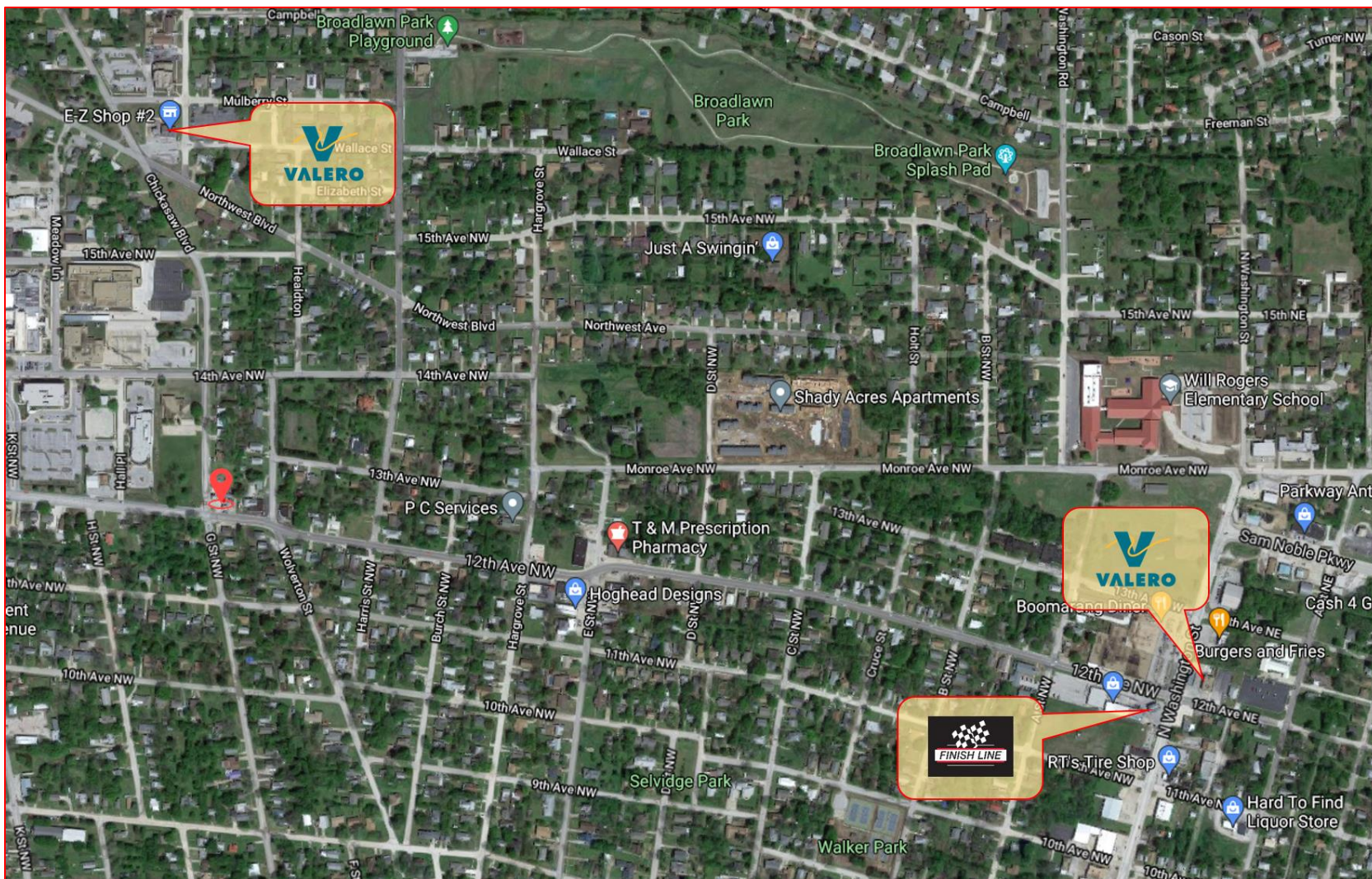
Competitive Set – Gas Station, C-Store

Based on evaluation criteria above, we have identified several properties that are expected to be competitive with the proposed gas station.

There are few major competitive within 1 miles of proposed site, offering a gas/diesel and convenience store facilities.

GAS STATION & C-STORES	
Competitive Set	Distance
Valero	0.4 Miles
Valero	0.8 Miles
Finish Line	0.8 Miles

Primary competitive gas station set within 1-miles of proposed site



Primary Competitor – Valero



(0.4 Miles) - 901 Wallace NW, Ardmore, Oklahoma 73401



Brand Affiliation	Valero
Category	Gas Station, C-Store
Facilities	<ul style="list-style-type: none">• “E Z Shop Food” C-Store size Approx. 2,800 sq. ft.• Stand-alone In-town location• No diesel• E10 gasoline• Beers and wines• No food service
Target Group	Local Customers, Travelers
Overall Rating	★★★★☆ – Good

Primary Competitor – Valero



(0.8 Miles) - 1202 N Washington Street, Ardmore, Oklahoma 73401



Brand Affiliation	Valero
Category	Gas Station, C-Store
Facilities	<ul style="list-style-type: none"> • “Ardmart” C-Store size Approx. 3,200 sq. ft. • Stand-alone In-town location • Beers and wines • Full kitchen deli • Chester’s chicken
Target Group	Local Customers, Travelers
Overall Rating	★★★★☆ – Good

Primary Competitor – Finish Line



(0.8 Miles) - 2 12th Avenue NW, Ardmore, Oklahoma 73401



Brand Affiliation	Finish Line
Category	Gas Station, C-Store
Facilities	<ul style="list-style-type: none"> • “Corner Food Mart” C-Store size Approx. 3,000 sq. ft. • Stand-alone In-town location • Beers and wines • Full kitchen deli • Hunt Brother’s Pizza • Krispy Krunchy Chicken
Target Group	Local Customers, Travelers
Overall Rating	★★★★☆ – Very Good



Competitive Analysis: Fuel Station

			
Distance	0.4 Miles	0.8 Miles	0.8 Miles
Grades	1	3	3
MPDs	2	2	4
Gas Hoses	4	4	8
Diesel Hoses	-	2	8
Diesel MPDs	-	-	-
Diesel Hoses	-	-	-
Car Wash	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Air Pump	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre Pay Fuel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Propane Bottle	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Visibility	★★★★☆	★★★★☆	★★★★☆
Fuel Prices			
Unleaded	\$2.89	\$2.79	\$2.79
Midgrade	-	\$2.91	\$2.95
Premium	-	\$3.06	\$3.10
Diesel	-	\$2.95	\$2.89
Others	\$2.79 (E10)	-	-



Competitive Analysis: Convenience Store

			
ATM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lottery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Credit/Debit Card	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Restrooms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Coffee Bar	Average	Good	Very Good
Beverage	Good	Good	Very Good
Walk-In Cooler	10	10	9
Reach-In Cooler	1	1	1
Beer/Wine Doors	5	4	5
Beer Cave	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Beer Chest	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Slurpee Machine	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ice Cream Display	1	1	2
Tobacco Display	Good	Good	Very Good
Snack Display	Good	Good	Good
Ice Door Interior	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ice Door Exterior	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Visibility	★★★★☆	★★★★☆	★★★★☆

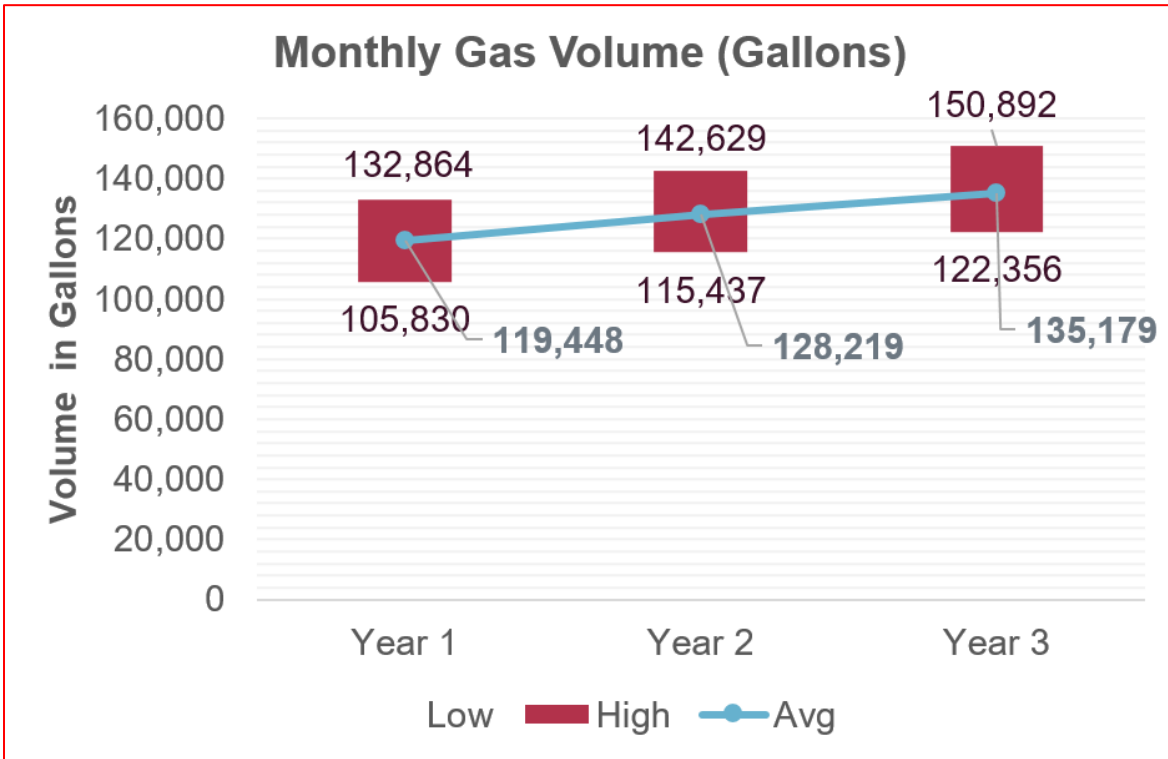
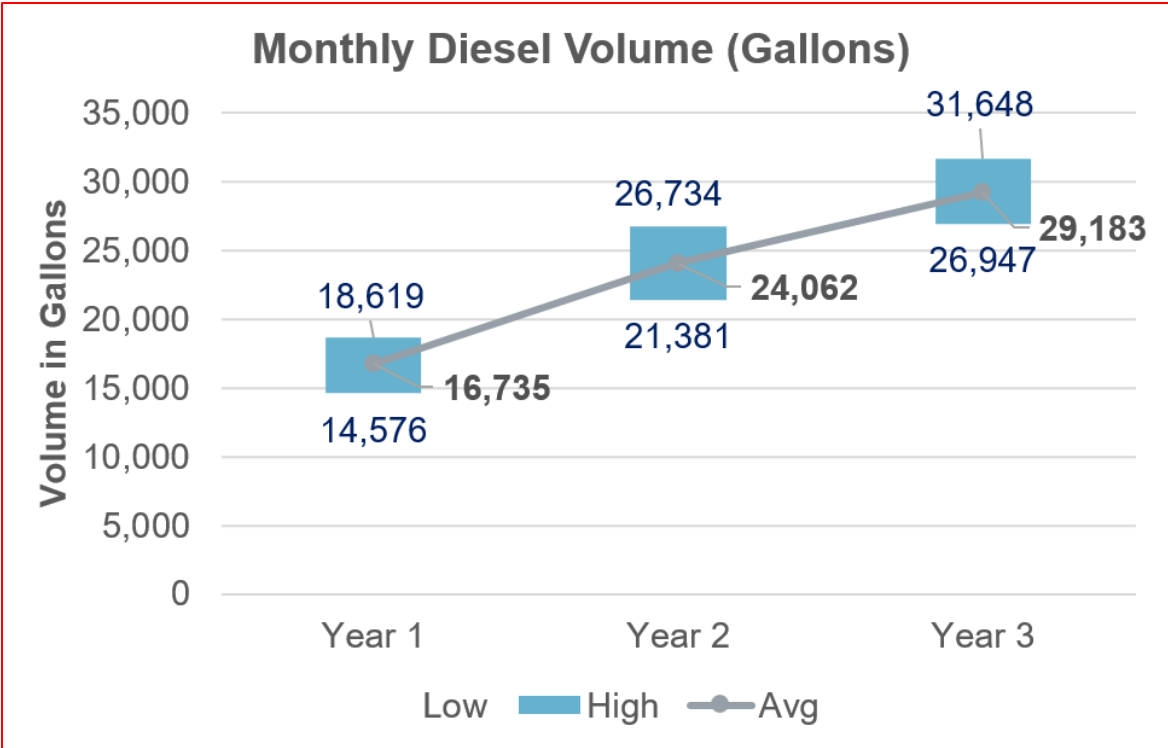


SECTION VII – VOLUME AND SALES PROJECTIONS

The following are volume and sales projections for the first three years. These projections do not guarantee future performance and undue reliance should not be placed on them.

Such forward-looking statements necessarily involve known and unknown risks and uncertainties which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements. A number of factors could affect the future operations of the proposed gas station, including, without limitation: changes in demand for services and products, loss of market share and industry competition, legislative, fiscal, and regulatory developments, changes in the economic and financial market conditions.

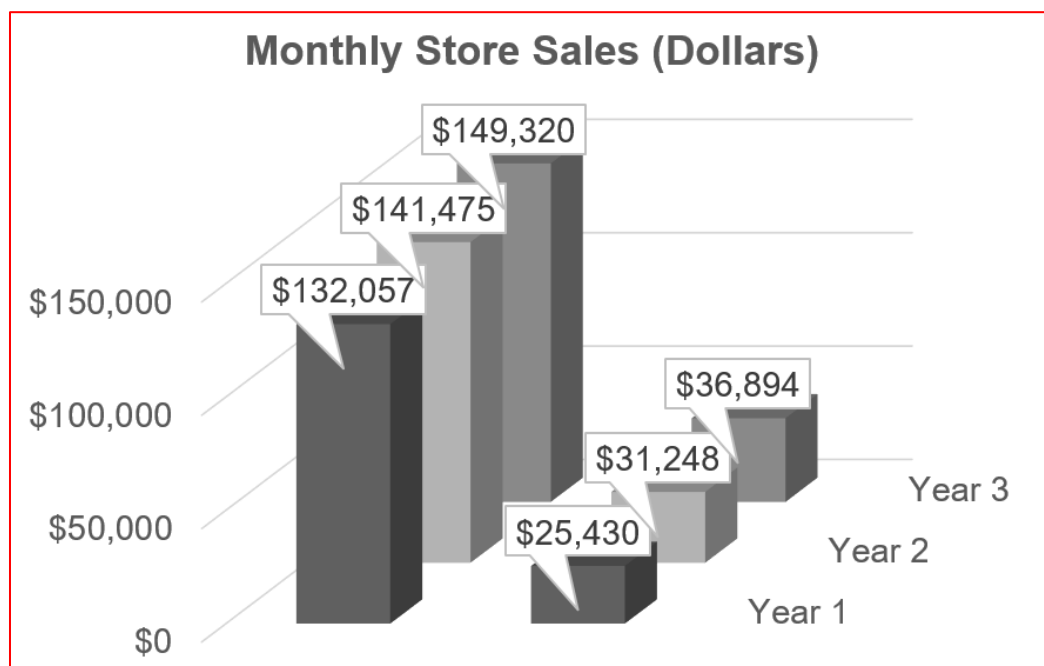
Monthly Fuel Volume (Gallons)			
	1 Year	2 Year	3 Year
High Projected Sales			
Diesel	18,619	26,734	31,648
Gasoline	132,864	142,629	150,892
Low Projected Sales			
Diesel	14,576	21,381	26,947
Gasoline	105,830	115,437	122,356
Avg. Projected Sales			
Diesel	16,735	24,062	29,183
Gasoline	119,448	128,219	135,179



N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and the arrival of a competitor in same location as ours within the period stated above. Please note that the above projection might be lower and at the same time it might be higher.



Monthly C-Store Sales (Dollars)			
	1 Year	2 Year	3 Year
High Projected Sales			
Store	\$144,647	\$152,354	\$160,753
Deli/Food	\$28,831	\$34,990	\$39,415
Low Projected Sales			
Store	\$123,598	\$131,685	\$138,487
Deli/Food	\$22,403	\$28,749	\$33,072
Avg. Projected Sales			
Store	\$132,057	\$141,475	\$149,320
Deli/Food	\$25,430	\$31,248	\$36,894



N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and the arrival of a competitor in same location as ours within the period stated above. Please note that the above projection might be lower and at the same time it might be higher.



SECTION VIII – SUMMARY

This feasibility study has been prepared by Speed Data LLC using a demographic and economic overview of the subject property and surrounding areas. Speed Data LLC has analyzed market conditions, economic & demographic factors, and site conditions to determine their impact on the proposed project.

Speed Data LLC has utilized both primary and secondary data sources that are assumed to be dependable and correct to analyze the subject area's demand for a gas station. The study includes preliminary data & input regarding the project's overall feasibility and explores the potential for future demand and growth in the subject area. Due care and diligence have been taken in compiling this study, and the contained information is based on the information available at the time of preparation and data supplied by outside sources and the assumptions.

Speed Data LLC makes no express representations or warranties that the contents of this study are accurate, reasonable, or free from errors, omissions, or other defects of any kind or nature. Those who rely on this report solely to determine the viability of their proposed project do so at their own risk and Speed Data LLC disclaims all liability, damages, or loss concerning such reliance.



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