

Feasibility study

Proposed Gas station / Convenience store



Prepared for demo
purpose only

Proposed location:
1369 Country Hwy,
Hometown PA

Prepared by:

t:con

Table of Contents

Introduction 01

Spatial Analysis 02

Market Demand 04

Market Supply 07

List of Appendices 08

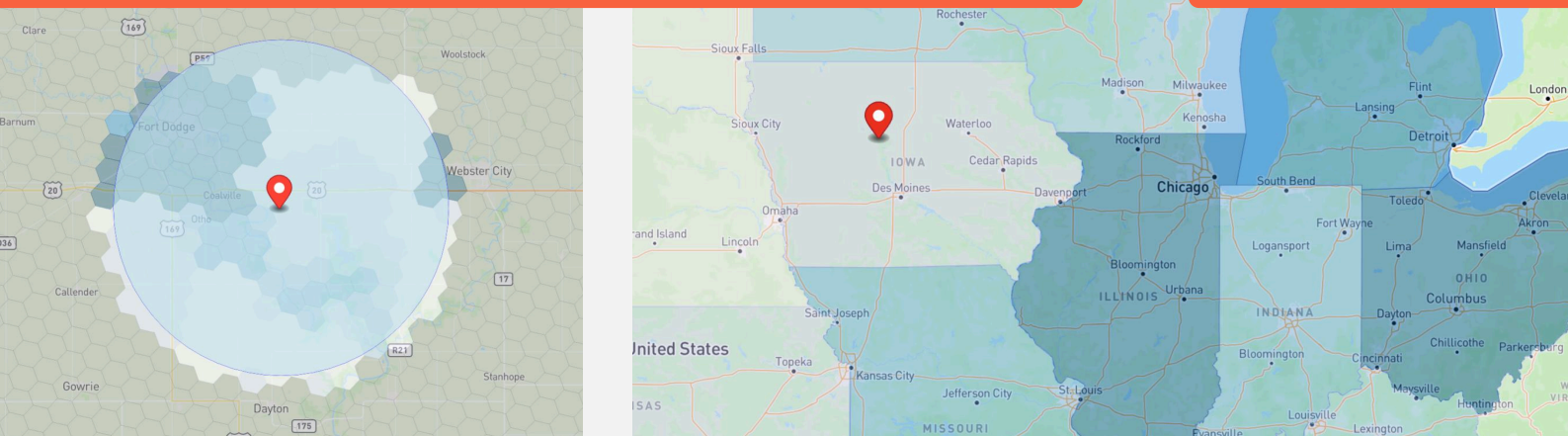
Introduction

Purpose of the document

Ticon reports provide owners, investors, operators, suppliers, and lenders with a demographic and economic overview of the subject area adjacent to the analyzed site, based on market conditions at the time of the assessment. Our evaluation of potential market demand includes estimating volume and sales projections based on high resolution demographic, geospatial information, current traffic patterns and operating performance in the market area, as determined through a competitive analysis and review of industry data, such as daily traffic volume, visitor rate, fuel pricing, average check size, and other pertinent variables relevant to the locality. Furthermore, Ticon assessed the competitive landscape in the vicinity of the analyzed site to provide a holistic view of the market supply in the area.



Spatial Analysis



Geographic Location

Hometown, a vibrant and rapidly evolving community, is strategically situated in the Cherry County region of Pennsylvania. Encompassing an area of approximately 78.5 square miles, Hometown thrives as a prominent hub in this part of the state.

Hometown is a well-developed and growing city with an extensive transportation network, including highways, railroads, and a local airport.

Approximately 35,579 people reside in the 5-mile radius of the proposed site. Currently, 30 convenience stores (26 of them with gas stations), 2 free standing gas stations and 1 car wash operate in the 5-mile radius of the proposed site.

Site Features

The proposed site is strategically positioned along Country Hwy, a mere 0.5 miles from the Homebound Turnpike, a prominent thoroughfare in Hometown. Its prime location is characterized by direct access to Country Hwy from two entry points.

Accessibility to this site is noteworthy. It is nestled within an already well-developed area, with predominantly residential zones to the southwest and southeast, while the northern boundary is flanked by suburban spaces. Notably, the major transit route, Interstate Highway, runs adjacent to the northern edge of the site, enhancing its connectivity and visibility within the region.

	Main features
Accessibility	Easily accessible (ingress/egress) from major roadways. Direct access to Country Hwy, Rosary Drive. Easy access to Homebound Turnpike, Interstate Highway, Thornbush Rd, Azalea Rd. Accessible to private and commercial auto vehicles.
Visibility	Hard corner prime property. Excellent visibility for travelers and residents. Average daily traffic of 11,795 vehicles per day.

Site size¹

11,030 sq ft

Store building size

9,260 sq ft

Date of construction

2017

Effective age

19

Site list price

N/A

Utilities

Available
Electricity, Water/
Sewer, Cable,
Telephone, and
Gas/Propane

No of fueling
positions

8 Gas & 2 Diesel

Owner
[Confidential -
contact for
details]

Car wash

YES

SITE RANKING



Estimations based on:

- AADT
- Traffic Stability
- Peak times
- Busy hours
- Visibility
- Traveler's behavior
- Income
- Level of service
- Points of interest

1. This and following data on site features must be provided by customer.

Market Demand



The demand assessment is driven by the estimation of the potential volume of both fuel and in-store sales achievable at the new site. The following subsections will provide an overview of existing demand within the study area as well as an estimate of the projected sales at the new convenience store based on traffic counts calculated by Ticon.

Potential customers per month

Potential Customers per month

7,800

Estimated Visitor rate

3.20%

Competition ratio, c-store

1.5

Max Customers per month

13,651

Max Visitor rate

5.60%

Total vehicles passing proposed location per month (see Appendix A).

365,645

In-store Demand

Estimated monthly in-store sales are projected at **\$89,002.87**, representing the expected total for an average month. With maximum customer reach and operational excellence, potential sales could rise to **\$155,755.02**, highlighting revenue growth opportunities. The table below provides a breakdown of this sales forecast per listed categories.

Category	Estimated daily sales	Estimated monthly sales	Estimated yearly sales
Total	\$2,871.06	\$89,002.87	\$1,068,034.42
Cigarettes + Other Tobacco	\$565.60	\$17,533.57	\$210,402.78
Food Service	\$964.68	\$29,904.96	\$358,859.56
Packaged Beverages	\$508.18	\$15,753.51	\$189,042.09
Beer/Wine/Liquor	\$287.11	\$8,900.29	\$106,803.44
Candy/Snacks	\$304.33	\$9,434.30	\$113,211.65
Lottery	\$6.89	\$213.61	\$2,563.28
All other	\$234.28	\$7,262.63	\$87,151.61

Fuel demand per month

The gross fuel demand for 2025 is calculated at **68,619** gallons per month. This figure is the estimated gross volume of fuel demand expected for an average month.

	Vehicle number	Total (purchase fuel)	Fuel buyers	Average fill per vehicle, gallons per refueling stop	Fuel demand, gal per month
Cars (92%)	7,176	71.2%	5,110	9.5	48,541
Trucks (8%)	624	65%	406	49.5	20,078
					68,619 gal per month

Fuel demand distribution

	Regular gas	Mid-grade gas	Premium gas	Diesel	Total
Fuel demand, gal per month	43,916	8,921	10,293	5,490	68,619

Fuel demand distribution by fuel type is based on regional statistical data for vehicle types.

Car wash demand per month

The gross car wash demand for 2025 is calculated at **789** consumers per month. This figure is the estimated gross volume of car wash demand expected for an average month.

	Cars (92%)	Trucks (8%)
Vehicle number	7,176	624
Total (purchase car wash service)	11%	-
Car wash consumers	789	-

Estimated car wash sales

Estimated total car wash sales calculated at **\$5,004.82** per month. This figure is the estimate of total sales expected for an average month.

Estimated sales daily

\$161.45

Estimated sales monthly

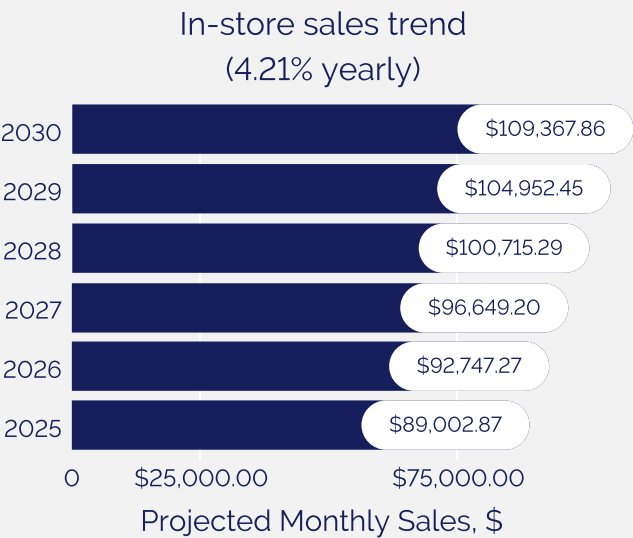
\$5,004.82

Estimated sales yearly

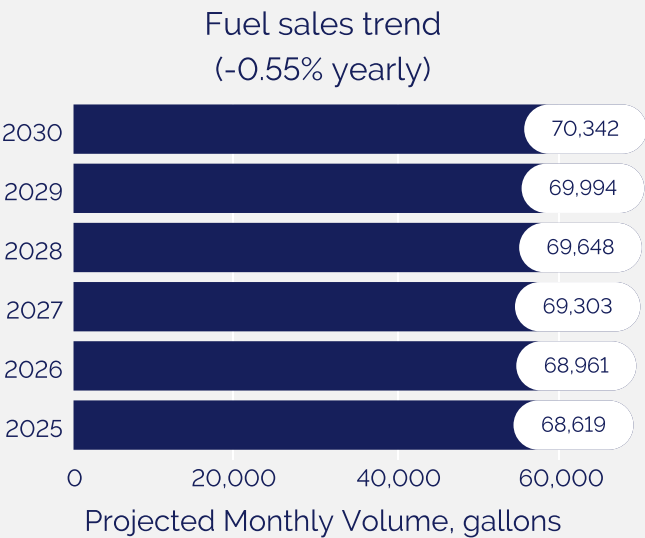
\$60,057.79

Projected Sales

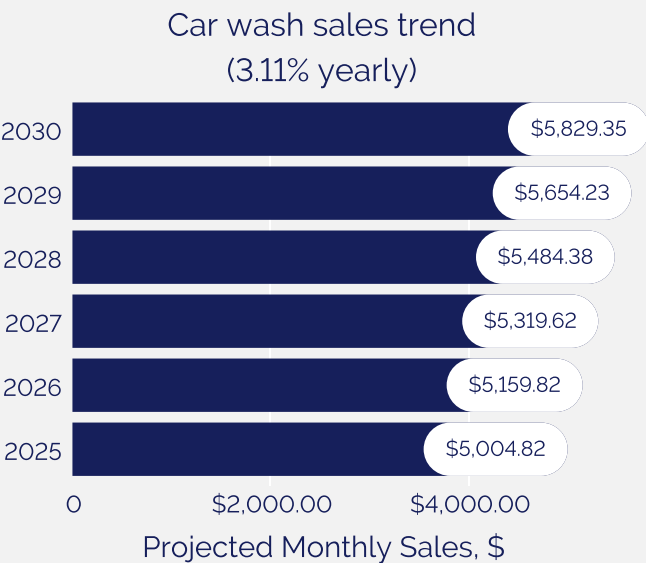
PROJECTED IN-STORE SALES



PROJECTED FUEL DEMAND



PROJECTED CAR WASH SALES



Market Supply

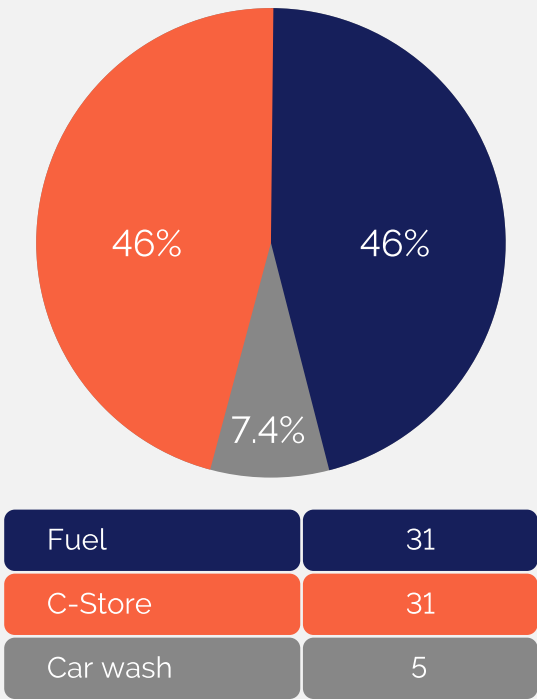


A supply audit of existing convenience stores, gas stations, and car washes in the area was conducted in order to assess the competitive landscape, often referred to as "effective competitive supply," which encompasses other competing service locations within a 5-mile radius of the proposed site.

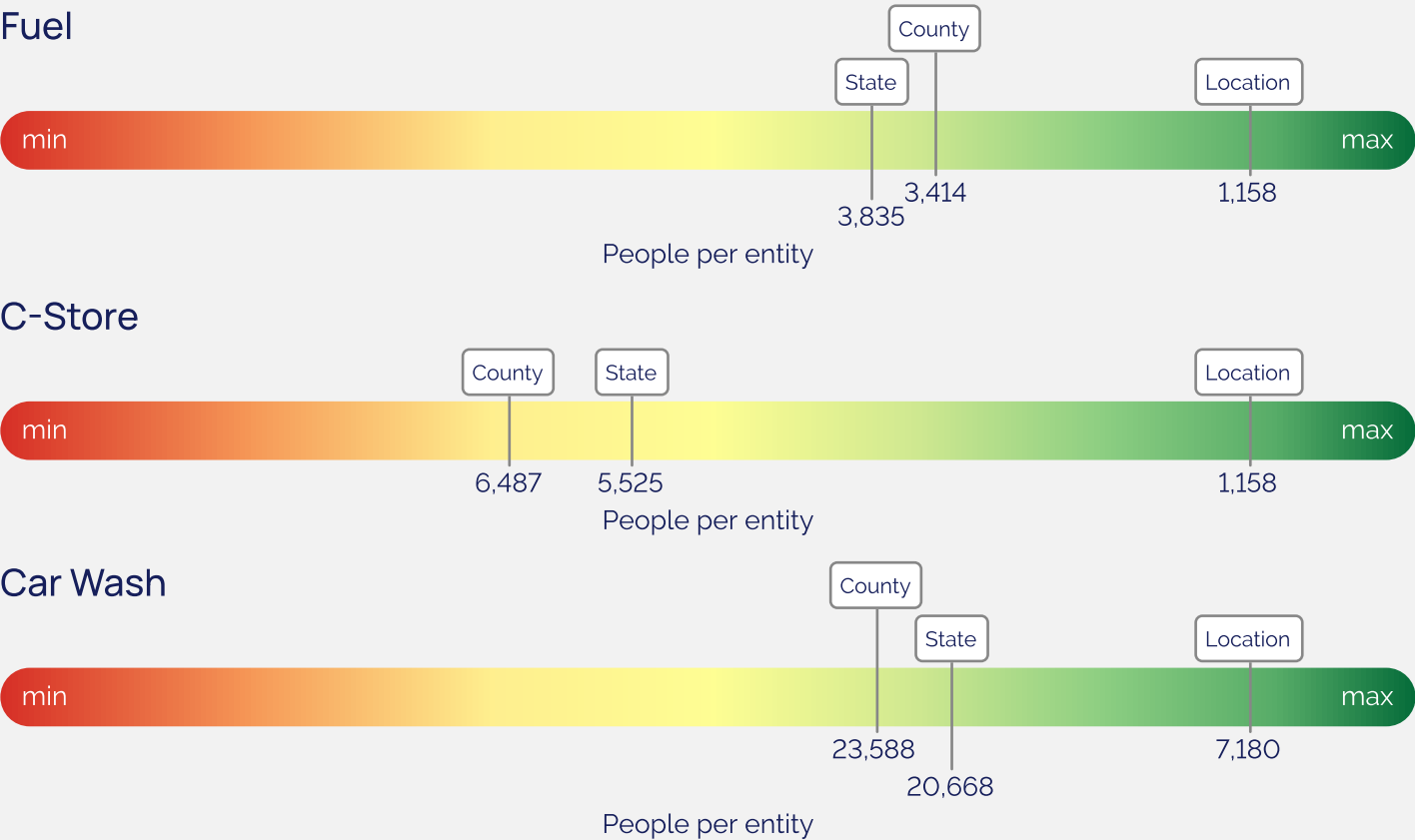
The Market Supply analysis summarizes the competitive landscape via following parameters:

- Number of Competitors
- Level of Service¹

COMPETITOR NUMBERS



LEVEL OF SERVICE



1. See Appendix F - Data sources and Definitions

LIST OF APPENDICES¹

APPENDIX A

Vehicle Traffic

APPENDIX B

Community Profile

APPENDIX C

List of Competitors and their Auxiliary Services

APPENDIX D

Questionnaire

APPENDIX E

Disclaimer

APPENDIX F

Data sources and Definitions

1. The appendix pages encompass essential data utilized in the calculation of market supply and market demand in this report. They also include the list of competitors and their auxiliary functions. Please review the included report disclaimer for your reference.

Appendix A

VEHICLE TRAFFIC



AVERAGE DAILY TRAFFIC

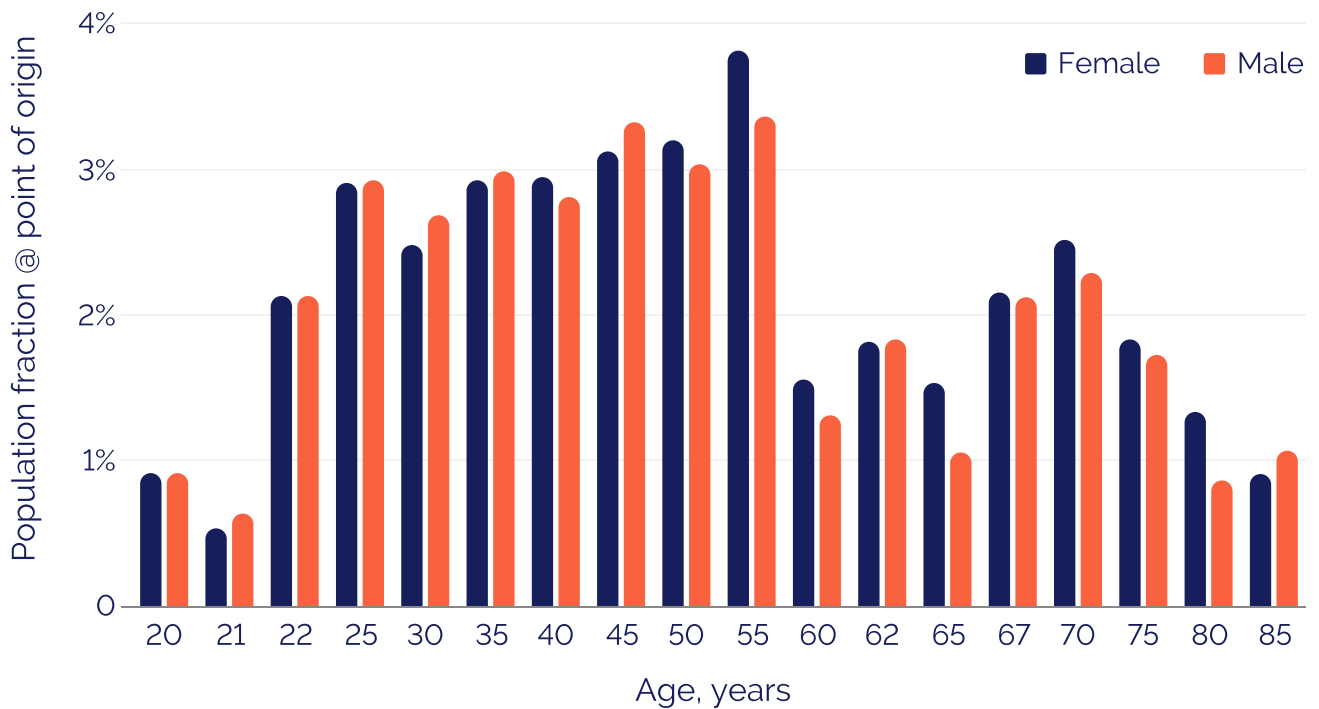
Primary directions total, vpd	Secondary directions total, vpd	Beyond intersection total, vpd	Adjusted ADT	Monthly ADT (31 days)
7,595	3,419	781	11,795	365,645

VEHICLE DISTRIBUTION BY FUEL TYPE

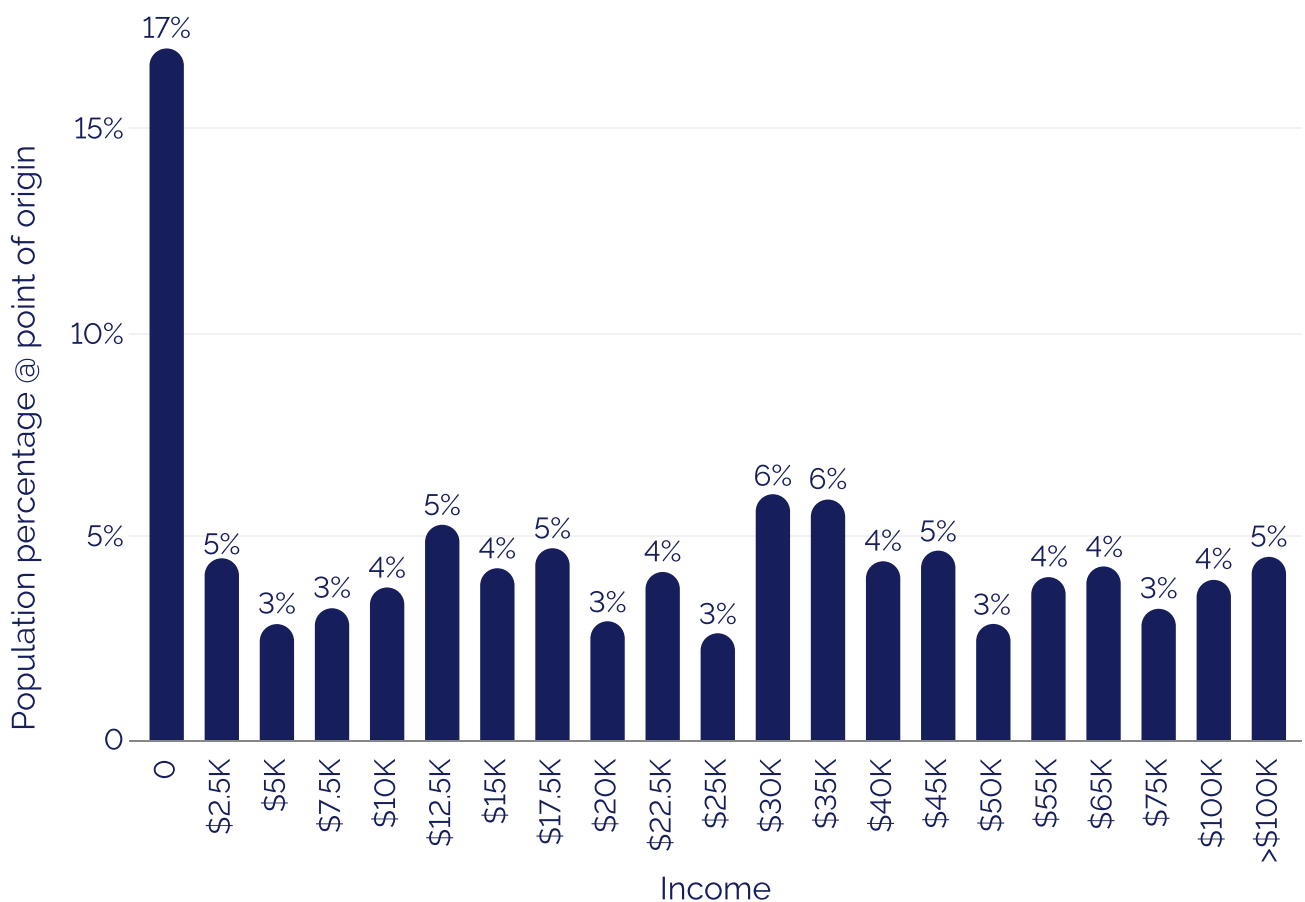


Travelers' Demographics

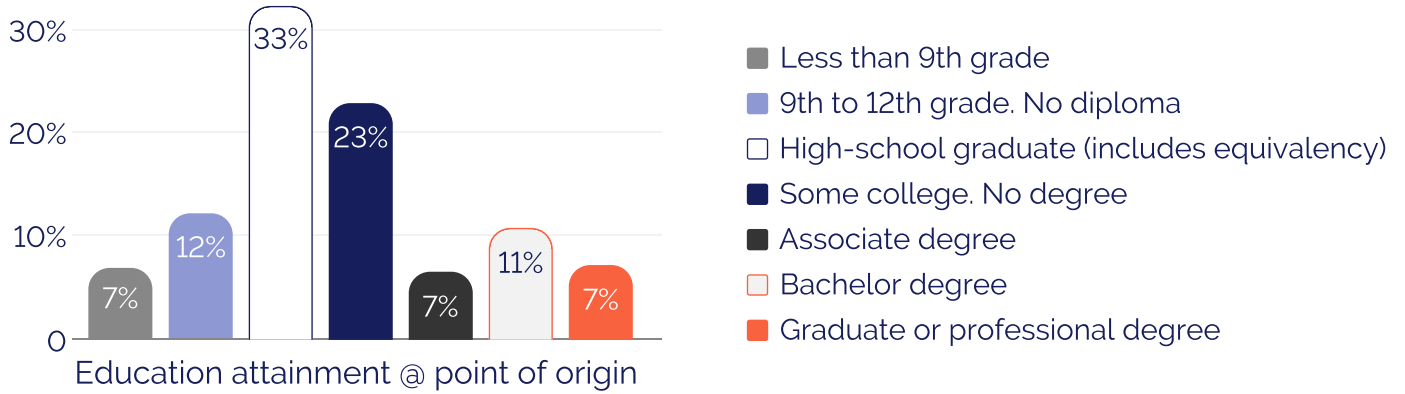
AGE/SEX



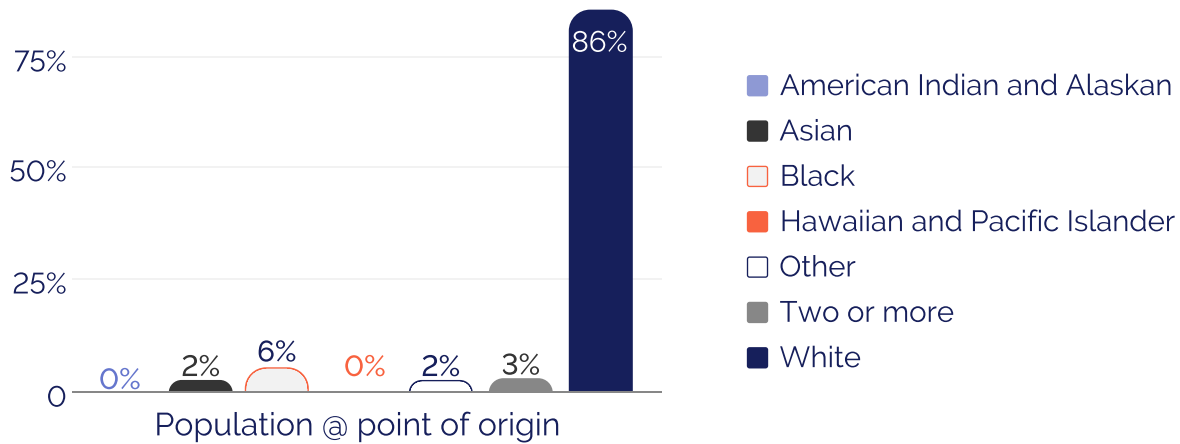
INCOME



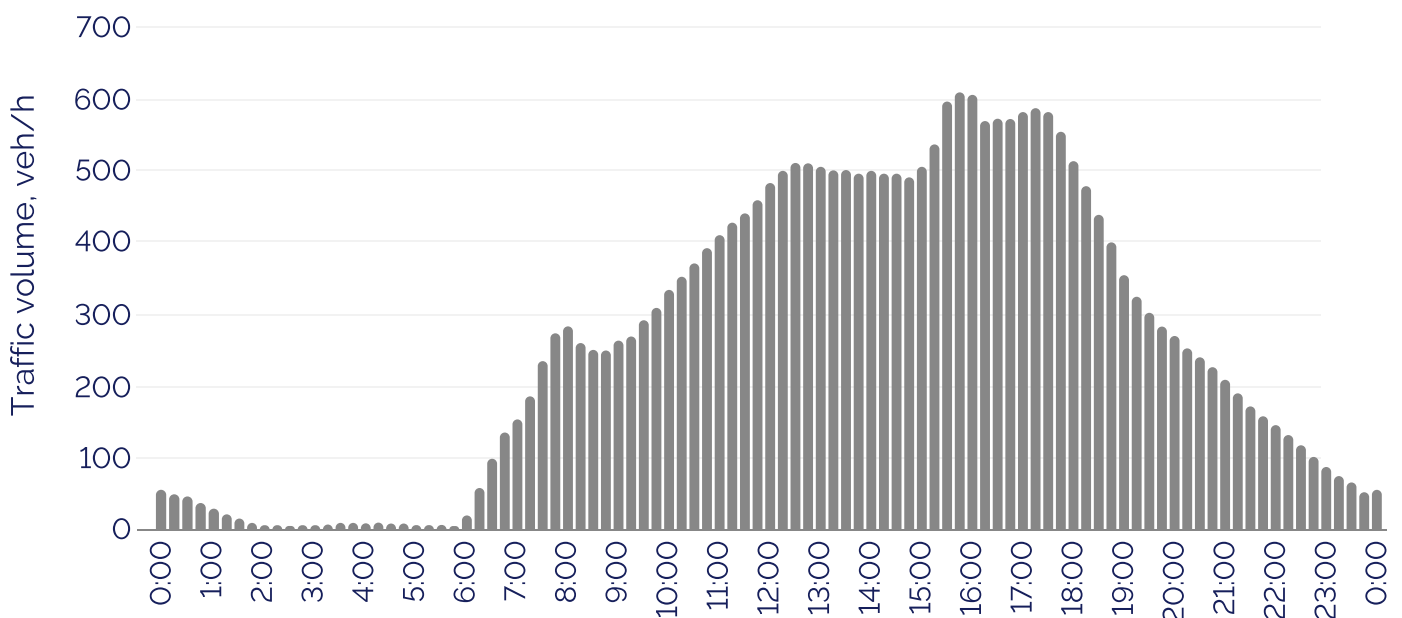
EDUCATION



RACE



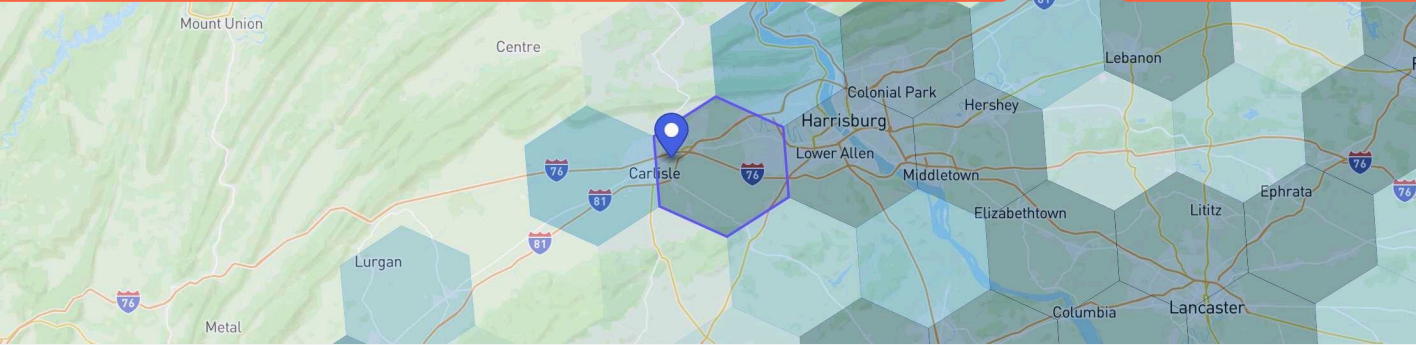
INTRADAY VOLUME FLUCTUATIONS. PRIMARY DIRECTIONS



Appendix B

COMMUNITY PROFILE

Population



Population, 5 mi radius

35,900

Location Population density:

457
people per mi²

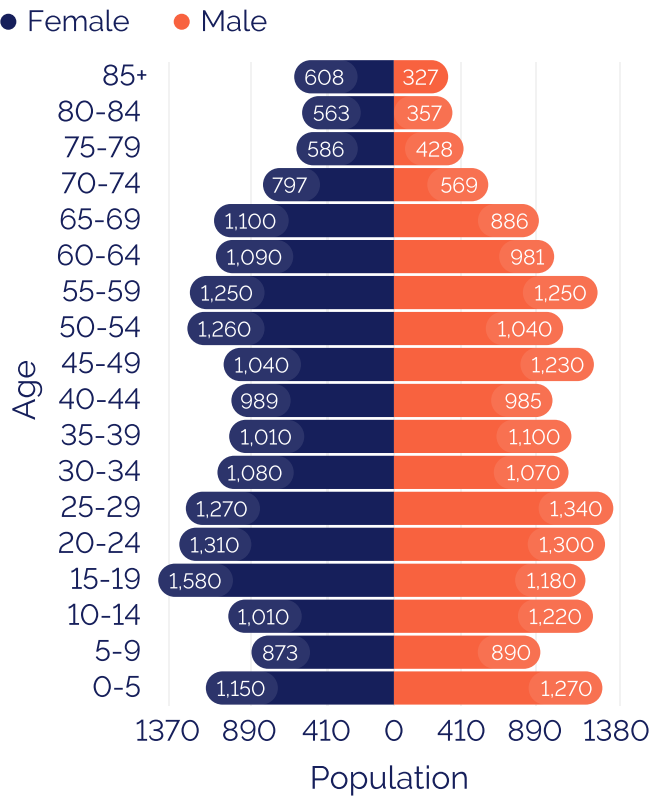
County Population density:

243
people per mi²

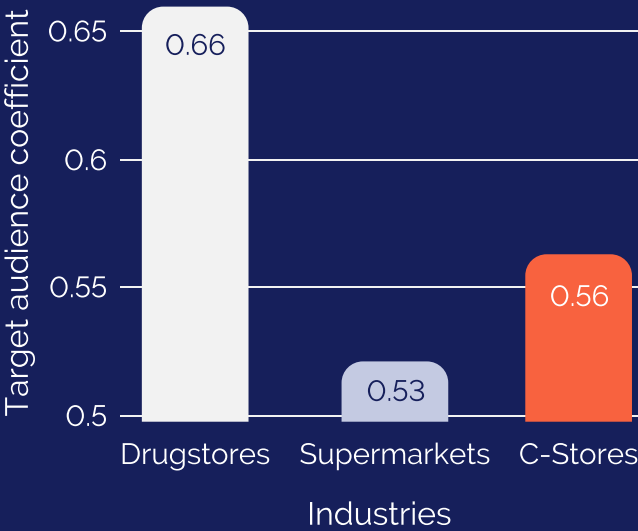
State Population density:

282
people per mi²

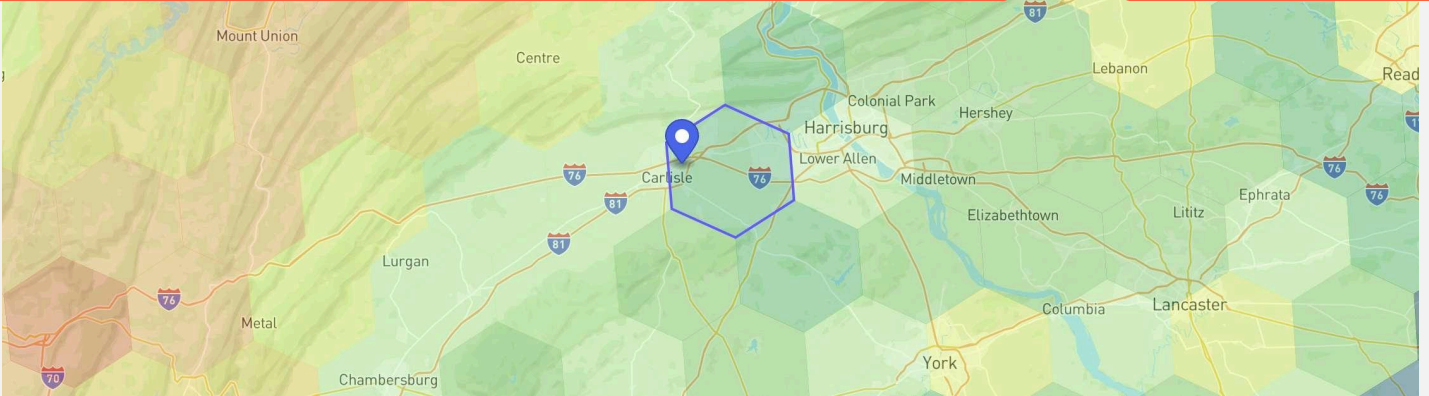
Age/Sex



Target Audience



Income



Median Income, 5 mi radius

\$65,749

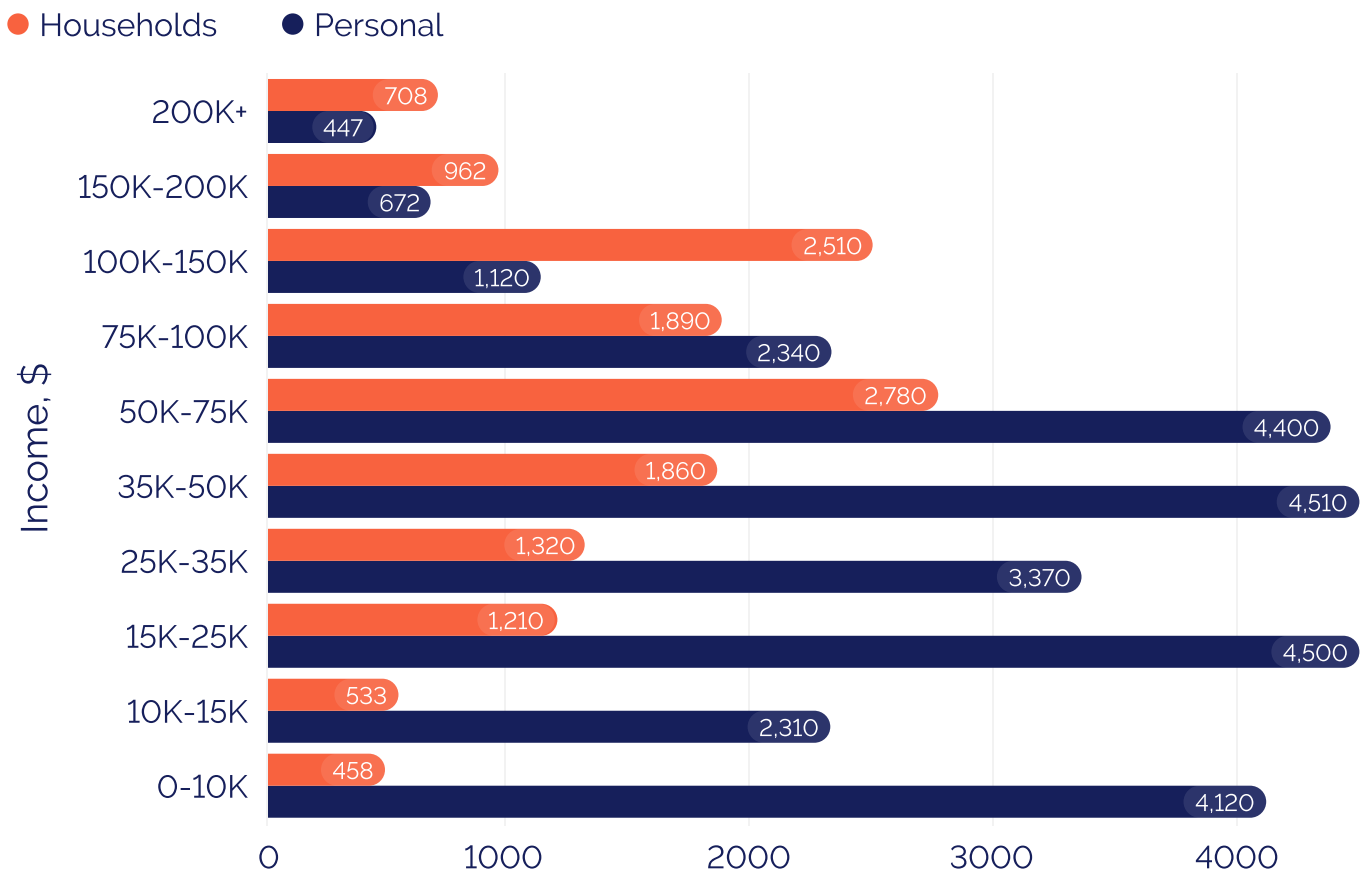
County Median Income:

\$69,995

State Median Income:

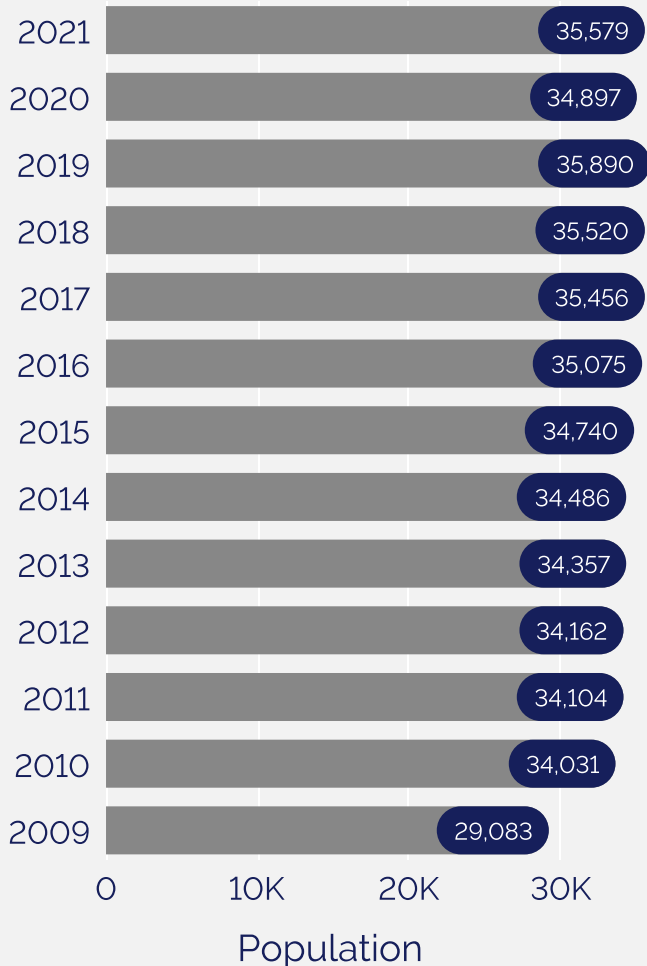
\$67,936

Income Distribution

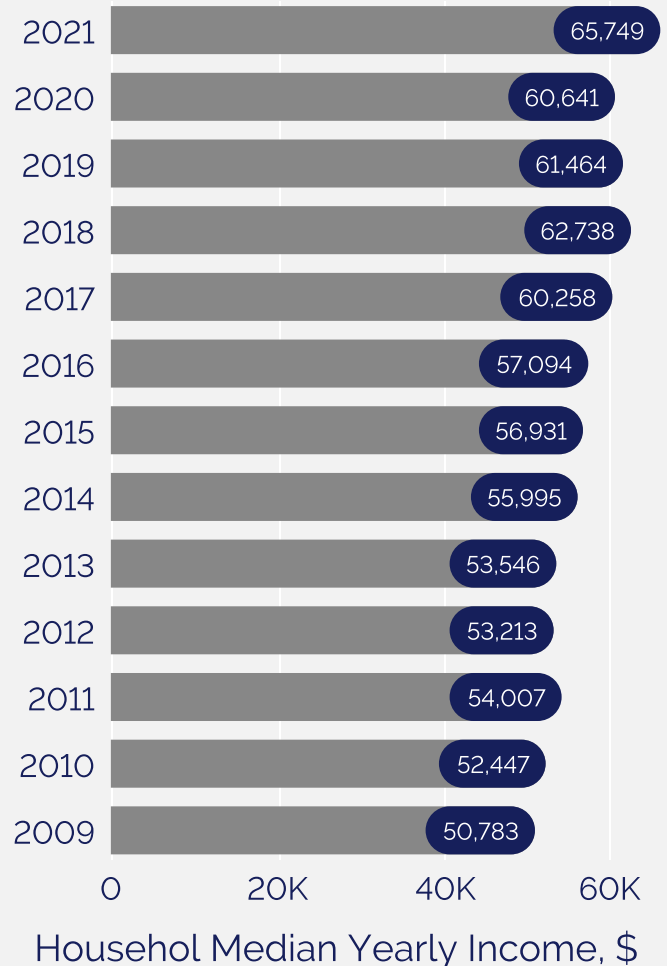


Trends

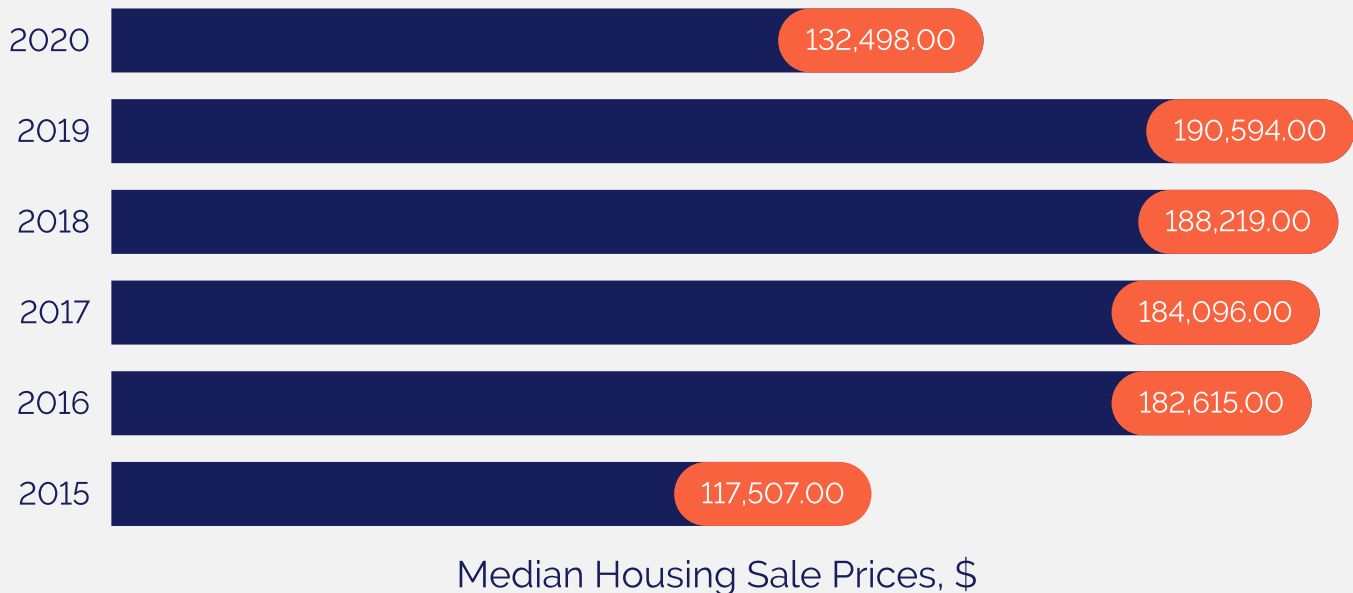
Population Growth



Income Growth



REAL ESTATE SALES PRICE



FULL DEMOGRAPHIC REPORT

Population	1 mile	5 mile
2020 Total population	972	34,897
2023 Total population	1,089	35,900
% Population change 2013 to 2020	26.2%	1.5%
% Population change 2013 to 2023	34.2%	4.3%
2023 Total employed	378	13,606
2023 Total unemployed	72	1,084
Density	1 mile	5 mile
2023 Population density	548	457
Households	1 mile	5 mile
2023 Households	322	15,566
% 2023 Owner-occupied	76%	66%
% 2023 Renter-occupied	24%	34%
% 2023 Vacant	14%	12%
% 2023 Occupied	86%	88%
2020 Median home value	\$112,500.00	\$132,498.00
2022 Median home value	\$112,500.00	\$141,461.00
% Median home value change 2015 to 2020	n/a	11.3%
% Median home value change 2015 to 2022	n/a	16.9%
Income	1 mile	5 mile
2020 Median household income	\$61,988.00	\$60,641.00
2023 Median household income	\$73,320.00	\$65,749.00
% Median household income change 2013 to 2020	-1.9%	11.7%
% Median household income change 2013 to 2023	13.9%	18.6%

FULL DEMOGRAPHIC REPORT

2024 Household Income Distribution	1 mile	5 mile
0-10K	9%	7%
10K -15K	3%	7%
15K -25K	5%	9%
25K -35K	11%	11%
35K -50K	15%	14%
50K -75K	19%	18%
75K -100K	7%	11%
100K -150K	15%	15%
150K -200K	12%	5%
200K+	5%	3%
2024 Personal Income Distribution	1 mile	5 mile
0-10K	20%	16%
10K -15K	10%	14%
15K -25K	13%	14%
25K -35K	12%	17%
35K -50K	14%	14%
50K -75K	19%	14%
75K -100K	7%	5%
100K -150K	2%	3%
150K -200K	1%	2%
200K+	1%	1%
2024 Educational Attainment, %	1 mile	5 mile
Less than high school graduate	24%	26%
High school graduate	37%	33%
Some college or associate's degree	27%	25%
Bachelor's degree	8%	9%
Graduate or professional degree	5%	7%

FULL DEMOGRAPHIC REPORT

2024 Employment, %	1 mile	5 mile
Labor-able	37%	36%
Not able	25%	28%
Employed	36%	35%
Unemployed	1%	1%
Military	0%	0%
2024 Age, %	1 mile	5 mile
Age 19 and under	22%	26%
Age 20 to 29	17%	15%
Age 30 to 39	15%	14%
Age 40 to 49	6%	12%
Age 50 to 64	23%	17%
Age 65 and over	17%	16%
2024 Male Population, %	1 mile	5 mile
Total male population	51%	46%
0-5	5%	4%
05-10	0%	3%
10-14	2%	3%
15-19	3%	4%
20-24	2%	3%
25-29	5%	3%
30-34	4%	4%
35-39	5%	3%
40-44	2%	2%
45-49	2%	3%
50-54	4%	2%
55-59	2%	2%
60-64	6%	3%
65-69	3%	3%
70-74	2%	2%
75-79	1%	1%
80-84	0%	1%
85+	1%	1%

FULL DEMOGRAPHIC REPORT

2024 Female Population, %	1 mile	5 mile
Total female population	49%	54%
0-5	4%	3%
05-10	1%	3%
10-14	2%	5%
15-19	4%	2%
20-24	7%	5%
25-29	3%	4%
30-34	2%	3%
35-39	4%	4%
40-44	1%	4%
45-49	1%	3%
50-54	4%	3%
55-59	5%	3%
60-64	3%	4%
65-69	5%	3%
70-74	3%	3%
75-79	1%	1%
80-84	0%	1%
85+	0%	1%

HOUSEHOLD EXPENDITURES

2024 Household annual expenditures	1 mile	5 mile
Food	\$8,444.00	\$7,605.51
Food at home, \$	\$5,262.00	\$4,739.48
Food at home, %	62.3%	62.3%
Food away from home, \$	\$3,182.00	\$2,866.03
Food away from home, %	37.7%	37.7%
Alcoholic beverages	\$653.00	\$588.16
Tobacco products and smoking supplies	\$334.00	\$300.83
Gasoline, other fuels, and motor oil	\$2,573.00	\$2,317.50

Appendix C

LIST OF COMPETITORS AND THEIR AUXILIARY SERVICES

Name	Address	Distance from the site, mile(s)	C-Store	Fuel	Diesel	Car Wash	No of pumps
Giant Gas	NA for DEMO report	2.4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Speedway	NA for DEMO report	2.6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Kwik Way Market	NA for DEMO report	1.6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
Harry's Kwik Stop	NA for DEMO report	2.8	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
Sheetz	NA for DEMO report	2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0
Rutter's	NA for DEMO report	0.8	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10
Love's Tire Care	NA for DEMO report	1.3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0
Petro Fuel Island	NA for DEMO report	1.6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8
Gulf	NA for DEMO report	3.3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6
Sunoco Gas Station	NA for DEMO report	2.1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10
I-81 Carlisle Truck Stop	NA for DEMO report	2.5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0
Speedway	NA for DEMO report	3.9	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4
Turkey Hill Minit Market	NA for DEMO report	2.6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
7-Eleven	NA for DEMO report	3.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0
Rana Food Mart	NA for DEMO report	1.6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
Flying J Travel Center	NA for DEMO report	2.5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0
Fuel On	NA for DEMO report	2.2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8
Gulf	NA for DEMO report	3.8	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10
Gulf	NA for DEMO report	3.3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10
Love's Travel Stop	NA for DEMO report	1.2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8

Appendix D

QUESTIONNAIRE

	Customer	Industry Default
SITE EVALUATION		
Site size, sq ft	NA for DEMO report	NA
Store building size, sq ft	NA for DEMO report	NA
Date of construction/remodeling, year	NA for DEMO report	NA
Effective age, years	NA for DEMO report	NA
Site value, \$	NA for DEMO report	NA
Utilities, (gas, water, etc.)	NA for DEMO report	NA
No of fueling positions	NA for DEMO report	NA
Car wash, (Yes/No)	NA for DEMO report	NA
Owner, (Company name)	NA for DEMO report	NA
MARKET EVALUATION		
Regular gas price in, \$	NA for DEMO report	3.768
Mid-Grade gas price, \$	NA for DEMO report	4.172
Premium gas price, \$	NA for DEMO report	4.491
Diesel price, \$	NA for DEMO report	4.775
Customers purchasing fuel, %	NA for DEMO report	71.2
Margin on fuel, %	NA for DEMO report	3.7
Car pump volume, gallons	NA for DEMO report	9.5
Truck pump volume, gallons	NA for DEMO report	49.5
Total car customers visiting a filling station, purchase fuel, %	NA for DEMO report	71.2
Total truck customers visiting a filling station, purchase fuel, %	NA for DEMO report	65
Average in-store check, \$	NA for DEMO report	11.41
Averaged number of cars washed annually, units	NA for DEMO report	19,947
Customers purchasing car wash service, %	NA for DEMO report	11
Average car wash sale per vehicle, \$	NA for DEMO report	6.34

Appendix E

DISCLAIMER

The study presented in this document is based on information gathered from multiple sources, and on certain assumptions, which may vary from case to case. Ticon does not warrant nor guarantee the viability of the development or related possible investments. The proposed analysis does not consider Force Majeure or critical events that may unexpectedly affect the economy, as well as fluctuations of fuel demand and pricing. Such events cannot be predicted and may impact the development and performance of this project in an unforeseen way.

The information provided in this document is presented on an "as is, where is" basis, without any warranties or assertions regarding its correctness or soundness. While due care and diligence have been taken to compile this document, the contained information may vary due to changes in any of the relevant factors, and the actual results may differ from the presented information.

TICON, its employees, or agents do not assume any liability for any financial or other loss resulting from this memorandum as a consequence of undertaking this activity. Prospective users of this memorandum are encouraged to rely on multiple due diligence sources when making investment decisions.

Appendix F

DATA SOURCES

1. AAA Gas Prices <https://gasprices.aaa.com/?state=PA>
2. AAA Newsroom [https://newsroom.aaa.com/2016/09/u-s-drivers-waste-2-1-billion-annually-premium-gasoline #:~:text=Results%20reveal%3A,energy%20source%20\(4%20per cent\).](https://newsroom.aaa.com/2016/09/u-s-drivers-waste-2-1-billion-annually-premium-gasoline#:~:text=Results%20reveal%3A,energy%20source%20(4%20per cent).)
3. American Petroleum Institute <https://www.api.org/news-policy-and-issues/blog/2022/05/26/top-numbers-driving-americas-gasoline-demand#:~:text=Based%20on%209.5%20gallons%20per,day%20of%20gasoline%20was%20sold>
4. Car wash industry statistics <https://focusedcarwash.com/wp-content/uploads/2017/09/industry-statistics.pdf>
5. Convenience Store News research <https://csnews.com/study-reveals-why-and-how-consumers-shop-c-stores-0>
6. Determining the Target Audience in the US Retail Market https://www.researchgate.net/publication/371991213_Determining_the_Target_Audience_in_the_US_Retail_Market
7. Exploring the Visitor Rate in the US Convenience Store & Gas Station Industry https://www.researchgate.net/publication/373144449_Exploring_the_Visitor_Rate_in_the_US_Convenience_Store_Gas_Station_Industry
8. MapAI <https://www.map-ai.co/>
9. NACS Research <https://www.convenience.org/Research>
10. Statista <https://www.statista.com/statistics/1016017/convenience-store-transaction-value-by-format-us/>
11. Ticon <https://www.ticon.co/>
12. U.S. Census Bureau <https://data.census.gov/>
13. West Virginia Oil Marketers and Grocers Association. <https://www.omegawv.com/faq/140-how-much-money-do-businesses-make-on-fuel-purchases.html#:~:text=Retailers%20Make%20Very%20Little%20Selling,cents%20per%20gallon%20in%20profit.>

DEFINITIONS



Fuel demand:

the fuel demand is the amount of gasoline or other fuel types that customers purchase from the station or store over a specific period, typically measured in volume (gallons) or expenditure (dollars).



In-store demand:

in-store demand is the total sales volume of all products offered within convenience stores, encompassing items such as food, beverages, supplies, and more, over a specific period.



Car wash demand:

car wash demand is the overall sales volume of the car wash services offered within a specified time frame.



Average Daily Traffic (ADT):

number of vehicles passing the new proposed location on a daily basis.



Average Fill:

average amount of fuel that customers typically purchase during a visit.



Fuel Prices:

average fuel prices, including regular, mid-grade, premium gasoline, and diesel, were assessed for the specific date and location (state) of the study.



Level of Service:

number of people that reside in a 5-mile radius per existing convenience store, car wash and gas station within a 5-mile radius of the proposed location.



Number of Competitors:

total number of existing convenience stores, car washes and gas stations within a 5-mile radius of the proposed location.



Total vehicles passing proposed site per month:

cumulative number of vehicles passing the location each month.



Total (purchase fuel):

percentage of customers that will, on average, purchase fuel.



Visitor Rate:

rate of potential customers to visit your site based on the overall number of vehicles passing by within a specific timeframe.

+1 (800) 930-0207



info@ticon.co

SCHEDULE A DEMO

