

# Sales Projection

Proposed Gas station / Convenience store



Prepared for demo  
purpose only

Proposed location:  
1369 Country Hwy,  
Hometown PA

Prepared by:

**t:con**

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# Introduction

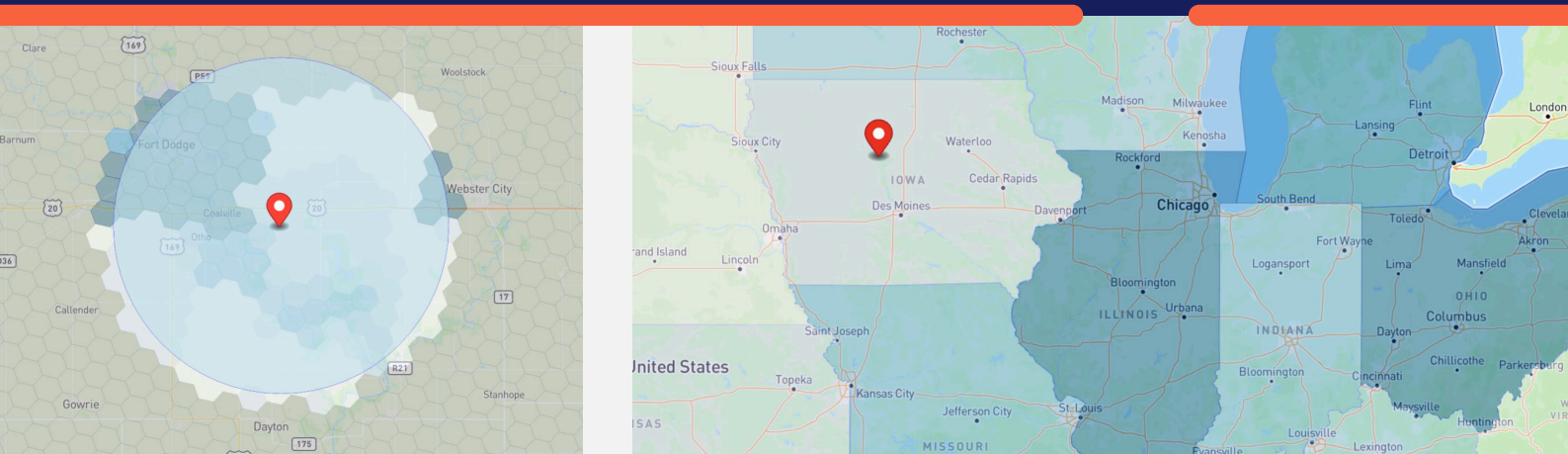
## Purpose of the document

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 squar 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 size<sup>1</sup>

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

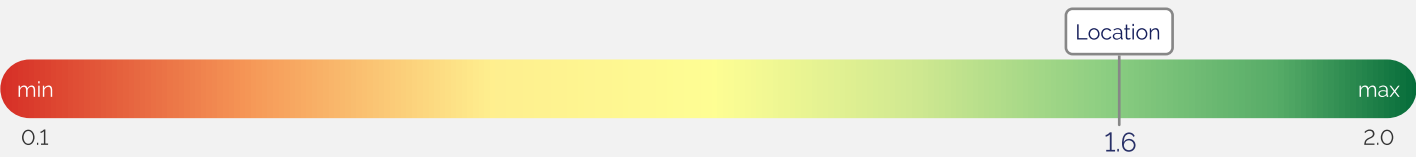
8 Gas & 2 Diesel

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.



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 total in-store sales are calculated at **\$89,002.87** per month. This number is the estimate of total sales expected for an average month. With maximum customer reach and operational excellence, potential sales could rise to **\$155,755.02**, highlighting revenue growth opportunities.

Estimated daily sales	Estimated monthly sales	Estimated yearly sales
\$2,871.06	\$89,002.87	\$1,068,034.42

## 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

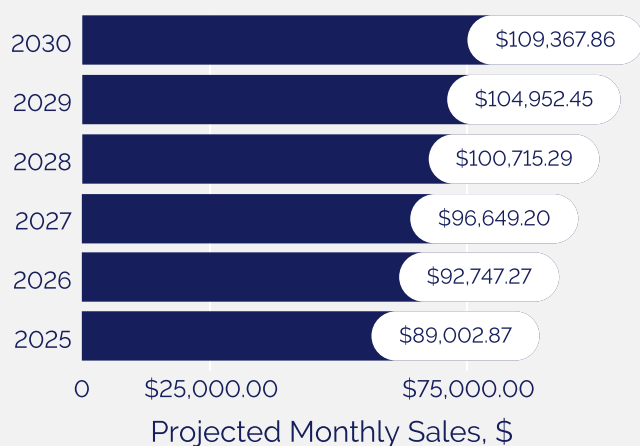
	Regular gas	Mid-grade gas	Premium gas	Diesel	Total
Fuel demand, gal per month	43,916	8,921	10,293	5,490	68,619

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

## Projected Sales

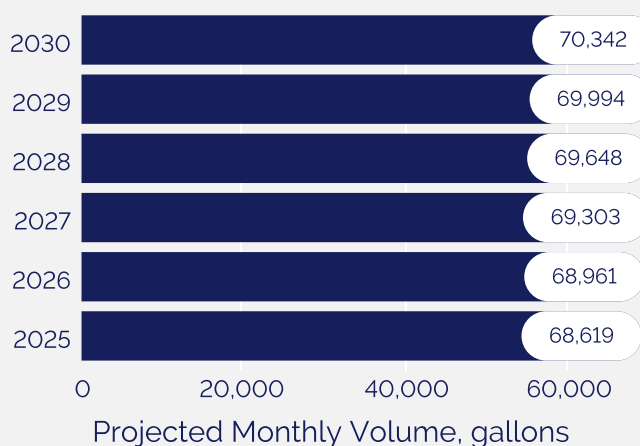
### PROJECTED IN-STORE SALES

In-store sales trend  
(4.21% yearly)



### PROJECTED FUEL DEMAND

Fuel sales trend  
(-0.55% yearly)



# LIST OF APPENDICES<sup>1</sup>

## APPENDIX A

Vehicle Traffic

## APPENDIX B

Questionnaire

## APPENDIX C

Disclaimer

## APPENDIX D

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

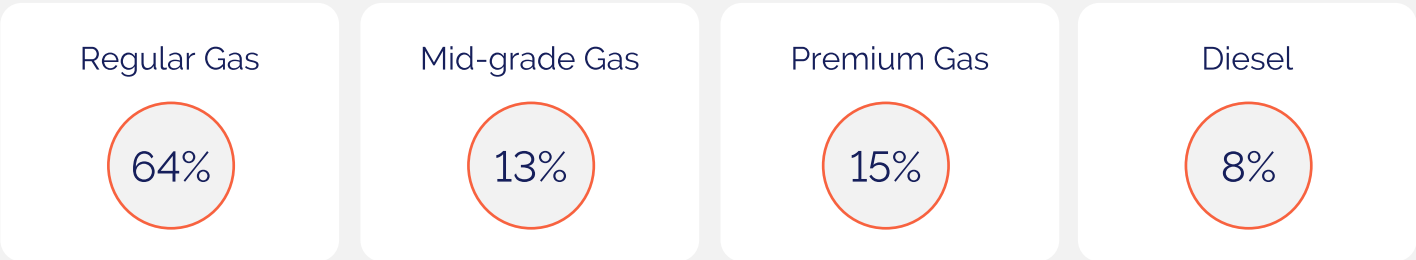
## VEHICLE TRAFFIC



## 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



# Appendix B

## QUESTIONNAIRE

	Customer	Industry Default
SITE EVALUATION		
Site size, acre	NA for DEMO report	NA
Store building size, sq.ft.	NA for DEMO report	NA
Date of construction, 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		
Car pump volume, gallons	NA for DEMO report	9.5
Truck pump volume, gallons	NA for DEMO report	49.5
Average in-store check, \$	NA for DEMO report	11.41

# Appendix C

## 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 D

## DEFINITIONS

	<b>Fuel demand:</b>	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).
	<b>In-store demand:</b>	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.
	<b>Average Daily Traffic (ADT):</b>	number of vehicles passing the new proposed location on a daily basis.
	<b>Level of Service:</b>	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.
	<b>Total vehicles passing proposed site per month:</b>	cumulative number of vehicles passing the location each month.
	<b>Total (purchase fuel):</b>	percentage of customers that will, on average, purchase fuel.
	<b>Visitor Rate:</b>	rate of potential customers to visit your site based on the overall number of vehicles passing by within a specific timeframe.

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SCHEDULE A DEMO

