

Feasibility study

Proposed Gas station / Convenience store



Prepared for demo
purpose only

Prepared by:

t:con

Proposed location:

1369 Country Hwy
(Intersection of Country
Hwy and Thornbush
Road), Hometown PA

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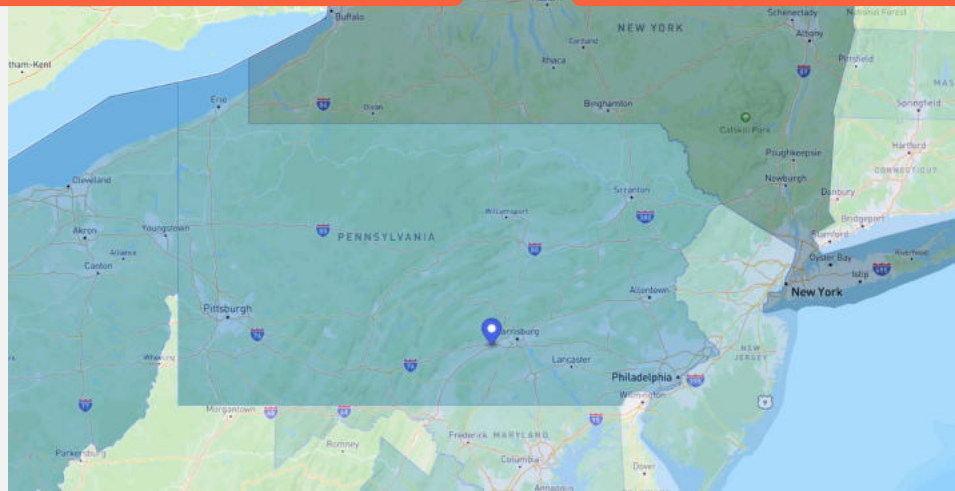
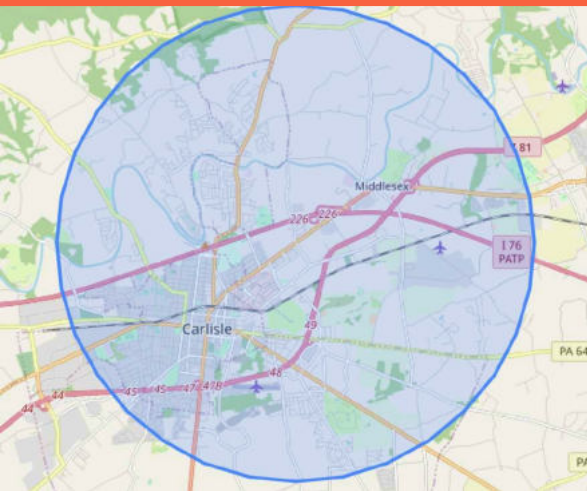
Introduction

Purpose of the document

Ticon Inc. feasibility study report provides 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 and geoinformation, as well as 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, gas 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/ remodeling

2017

Effective age

19

Site list price

\$2,375,000.00

No of fueling positions

14

Car wash

YES

Utilities

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

Owner

[Confidential -
contact for
details]





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

11,701

Estimated Visitor rate

3.2%

Max Customers per month

20,476

MAX Visitor rate

5.6%¹

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

365,645

Estimated total in-store sales are calculated at **\$166,880.00** per month. This number is the estimate of total sales expected for an average month.

Estimated daily sales	Estimated monthly sales	Estimated yearly sales
\$5,383.00	\$166,880.00	\$2,002,565.00

Fuel demand per month

The gross fuel demand for 2023 is calculated at **102,929** gallons per month. This figure is the estimated gross volume of fuel demand expected for an average month. Seasonal traffic volume fluctuations are expected on ~30% level².

	Vehicle number	Total (purchase fuel)	Fuel buyers	Average fill per vehicle, gallons per refueling stop	Fuel demand, gal per month
Cars (92%)	10,765	71.2%	7,664	9.5	72,812
Trucks (8%)	936	65%	608	49.5	30,117
					102,929 gal per month

1. Billboard advertisement on nearest highway and highway exits needed. Please contact us for details. | 2. For optimal month-to-month planning please contact us for a special report.

Estimated fuel sales

Estimated total fuel sales

Average gas price in Cherry County for regular gas is \$3.768 and for diesel is \$4.775. Estimated total fuel sales calculated at **\$412,697.42** per month.

	Regular gas	Mid-grade gas	Premium gas	Diesel	Total
Fuel demand, gal per month	65,875	13,381	15,439	8,234	102,929
Gas Price	\$3.768	\$4.172	\$4.491	\$4.775	-
Monthly sales	\$248,215.65	\$55,824.64	\$69,338.21	\$39,318.93	\$412,697.42
Yearly sales	\$2,978,587.75	\$669,895.69	\$832,058.47	\$471,827.11	\$4,952,369.02

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

Estimated margin

The standard default margin on fuel is set at 3.7%. Estimated margin calculated at **\$15,269.80** per month. This figure is the estimate of margin expected for an average month.

	Gas	Diesel	Total
Monthly margin	\$13,815.00	\$1,454.80	\$15,269.80
Yearly margin	\$165,780.05	\$17,457.60	\$183,237.65

Car Wash Demand

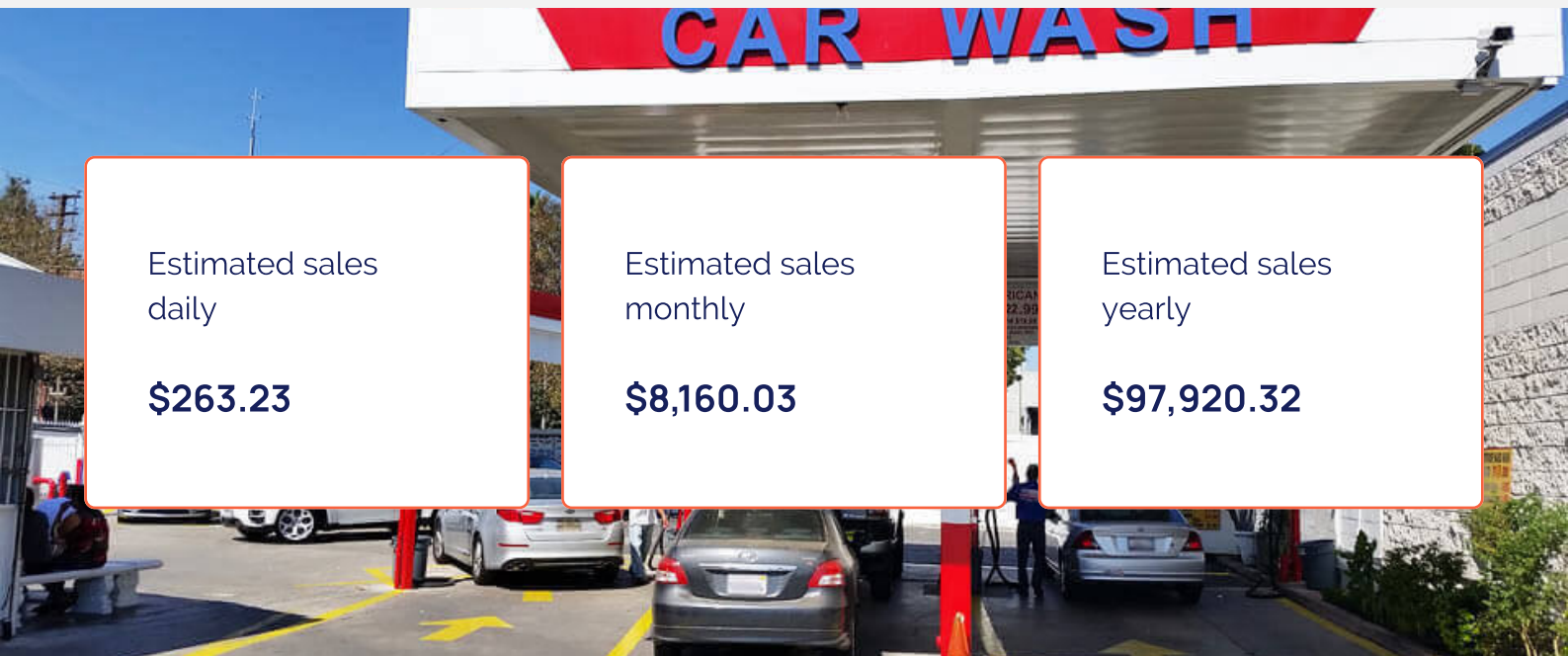
Car wash demand per month

The gross car wash demand for 2023 is calculated at 1,287 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	10,765	936
Total (purchase car wash service)	11%	-
Car wash consumers	1,287	-

Estimated car wash sales

Estimated total car wash sales calculated at **\$8,160.03** per month. This figure is the estimate of total sales expected for an average month.



Estimated sales
daily

\$263.23

Estimated sales
monthly

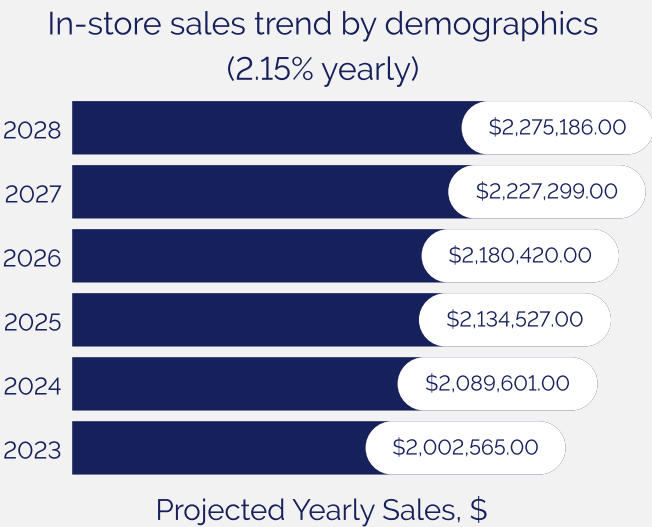
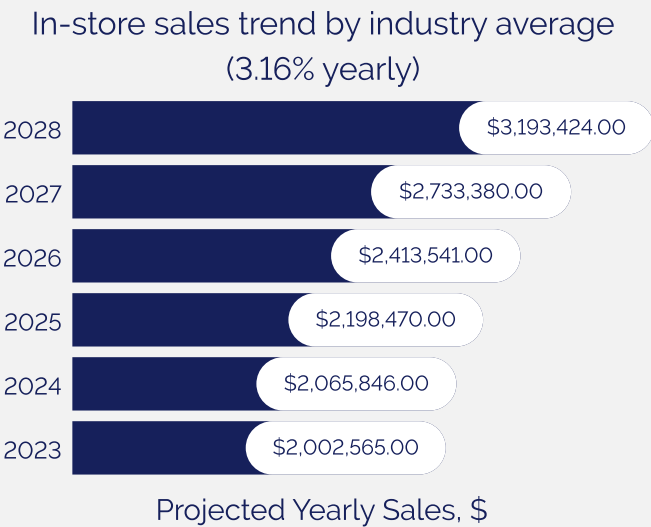
\$8,160.03

Estimated sales
yearly

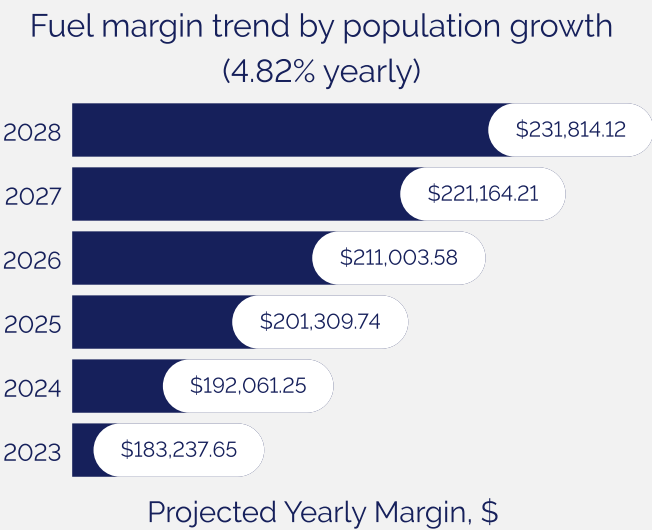
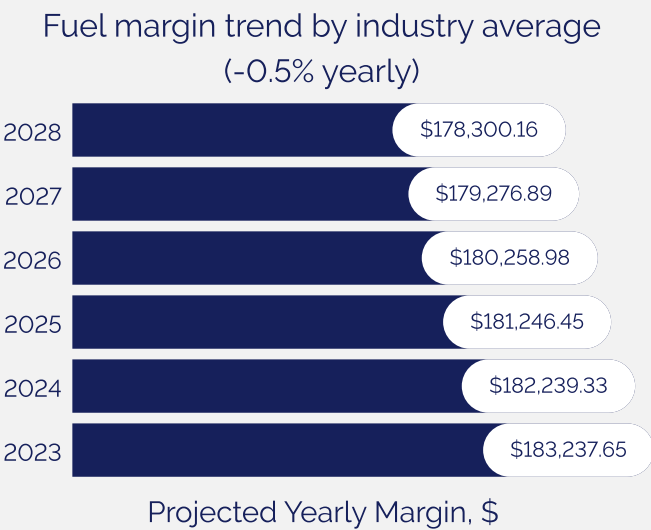
\$97,920.32

Projected Sales

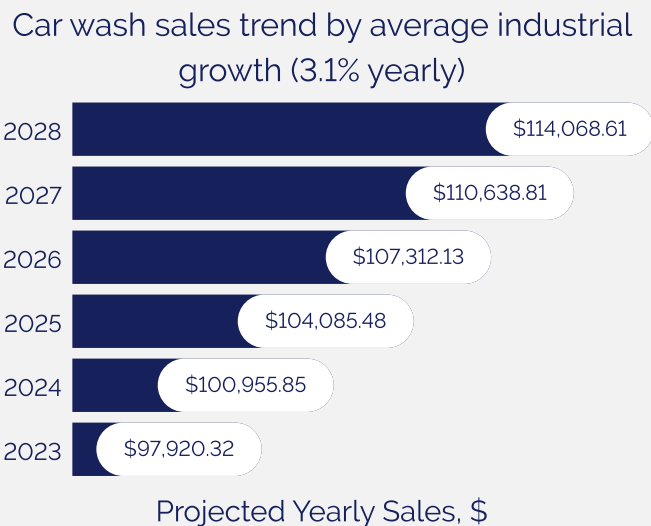
PROJECTED IN-STORE SALES



PROJECTED FUEL MARGIN



PROJECTED CAR WASH SALES



Market Supply

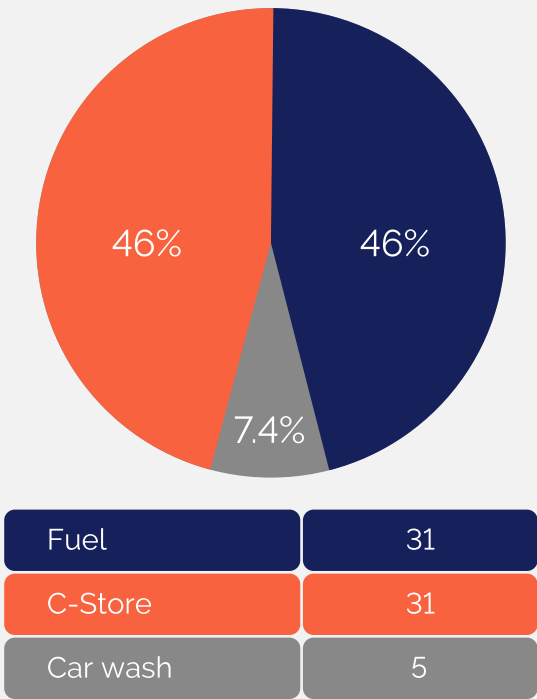


A supply audit of existing convenience stores, gas stations, and car washes in the area was conducted in order to assess the competitive landscape, often referred to as "effective competitive supply," which encompasses other competing service locations within a 5-mile radius of the proposed site.

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

- Number of Competitors
- Level of Service

COMPETITOR NUMBERS

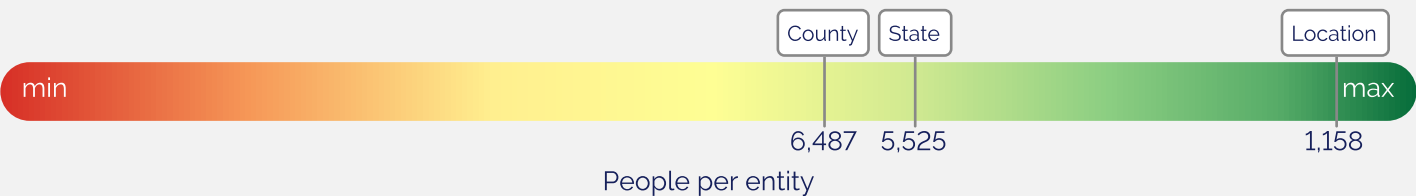


LEVEL OF SERVICE

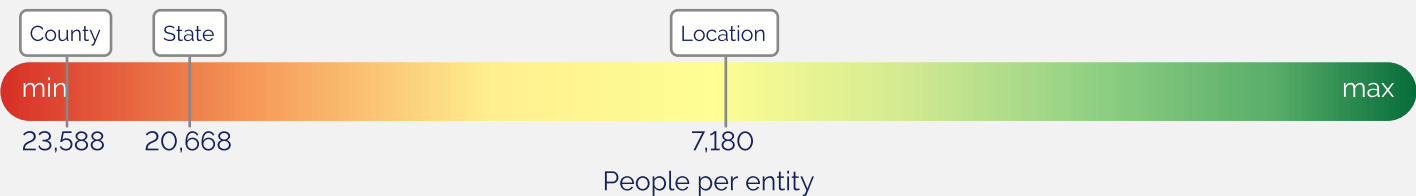
Fuel



C-Store



Car Wash



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, veh	Secondary Directions, veh	Beyond Intersections, veh	ADT	Monthly ADT (31 days)
7,595	3,419	781	11,795	365,645

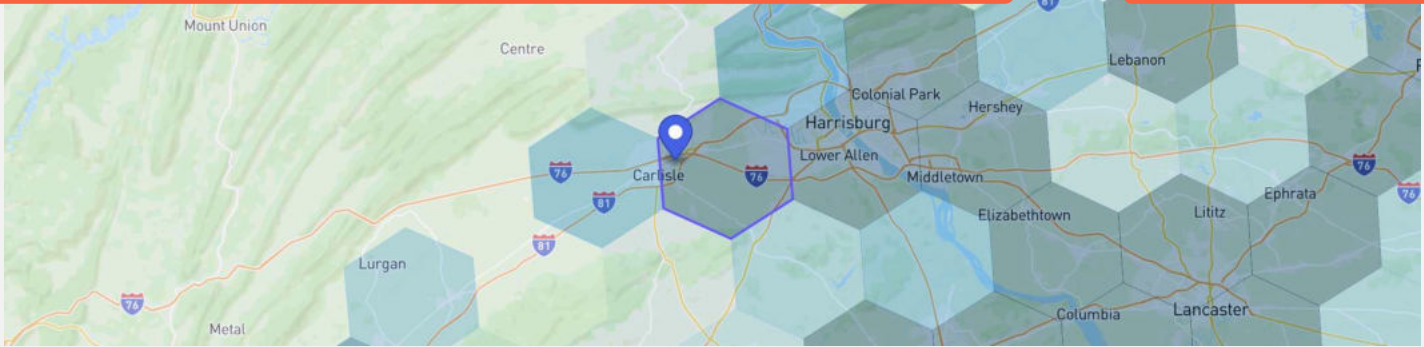
VEHICLE DISTRIBUTION BY GAS TYPE



Appendix B

COMMUNITY PROFILE

Population



Population

35,900

Location Population density:

457
people per mi²

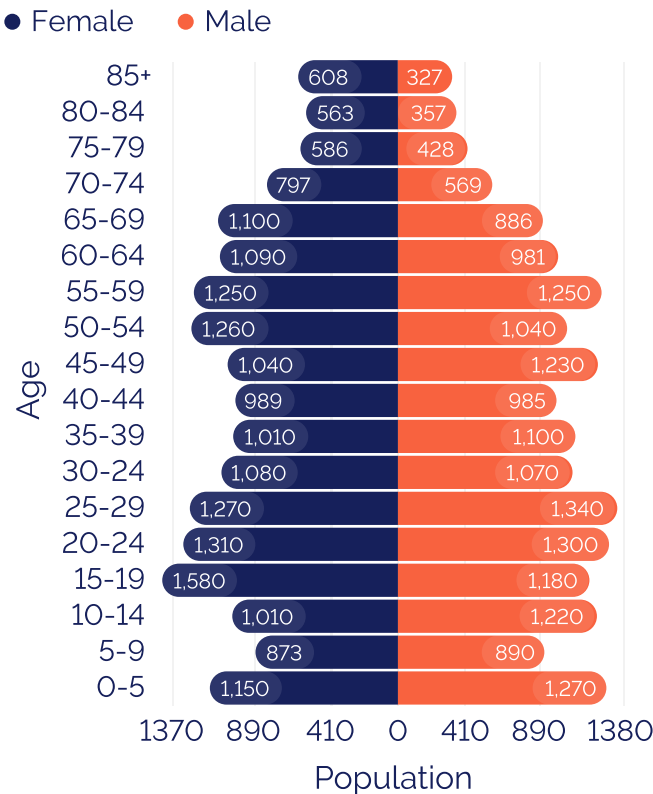
County Population density:

243
people per mi²

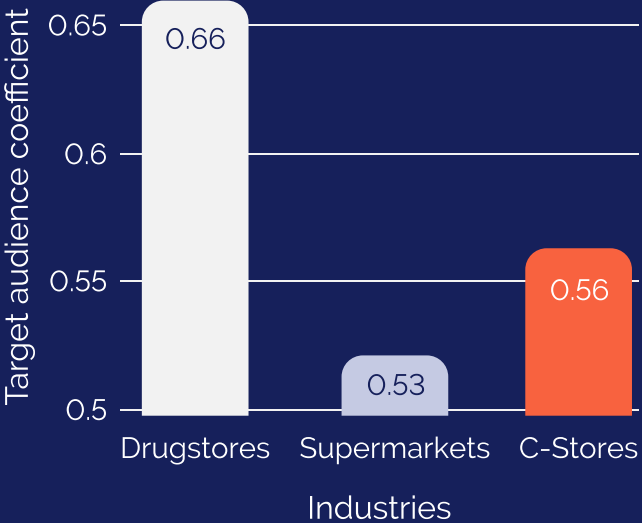
State Population density:

282
people per mi²

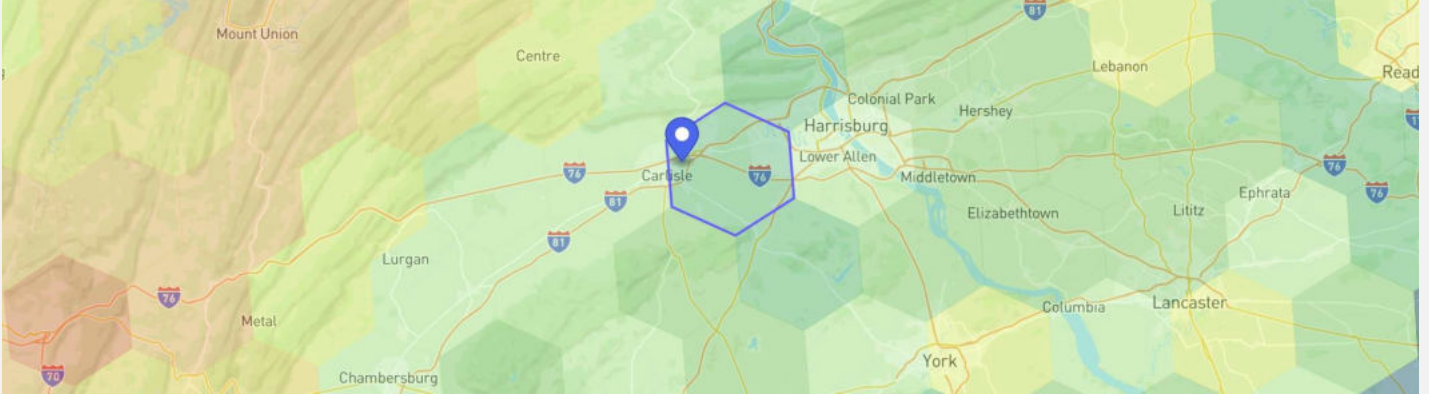
Age/Sex



Target Audience



Income



Median Income:

\$65,749

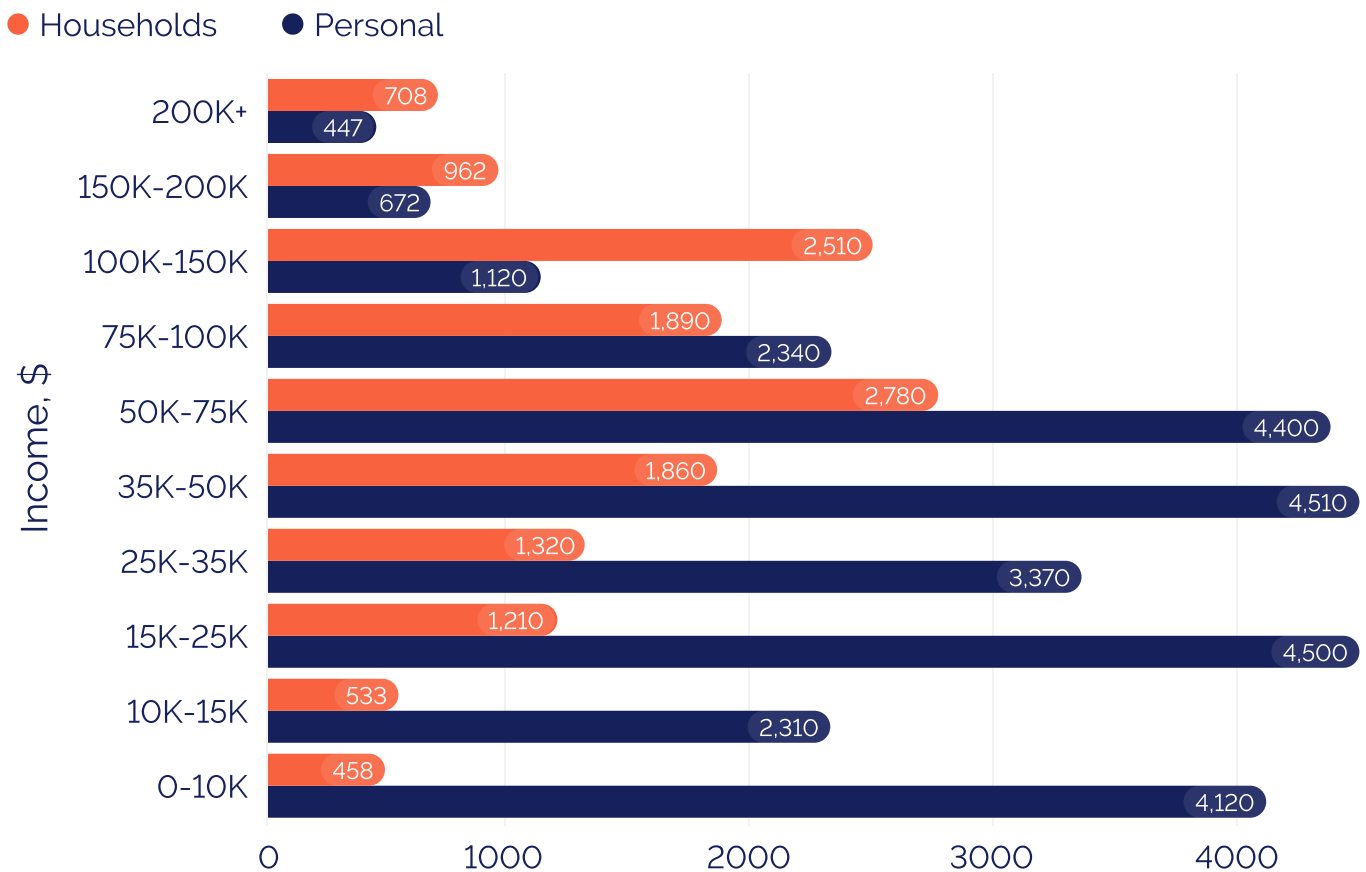
County Median Income:

\$69,995

State Median Income:

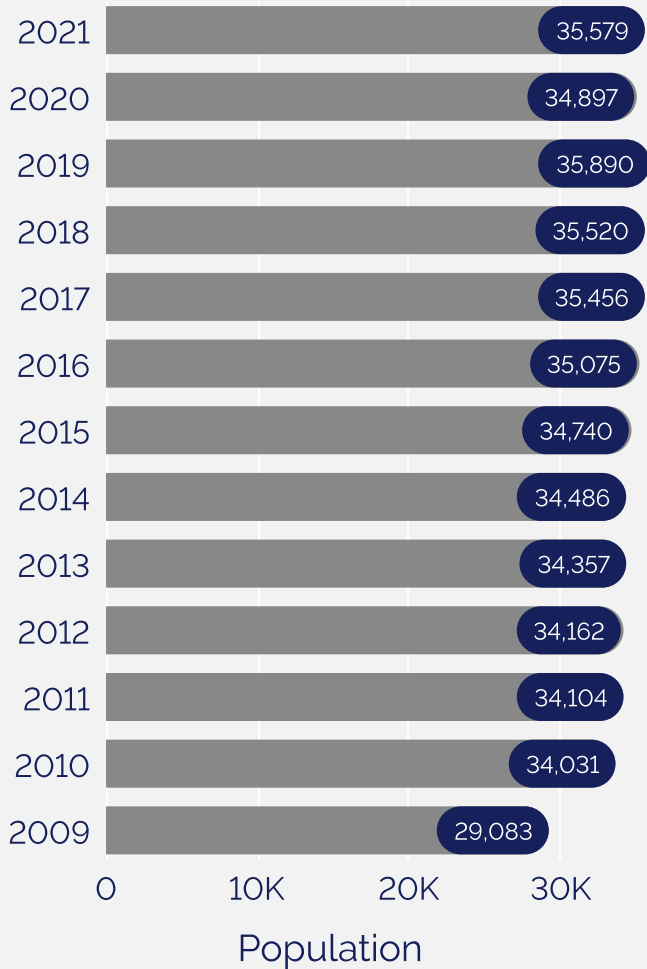
\$67,936

Income Distribution

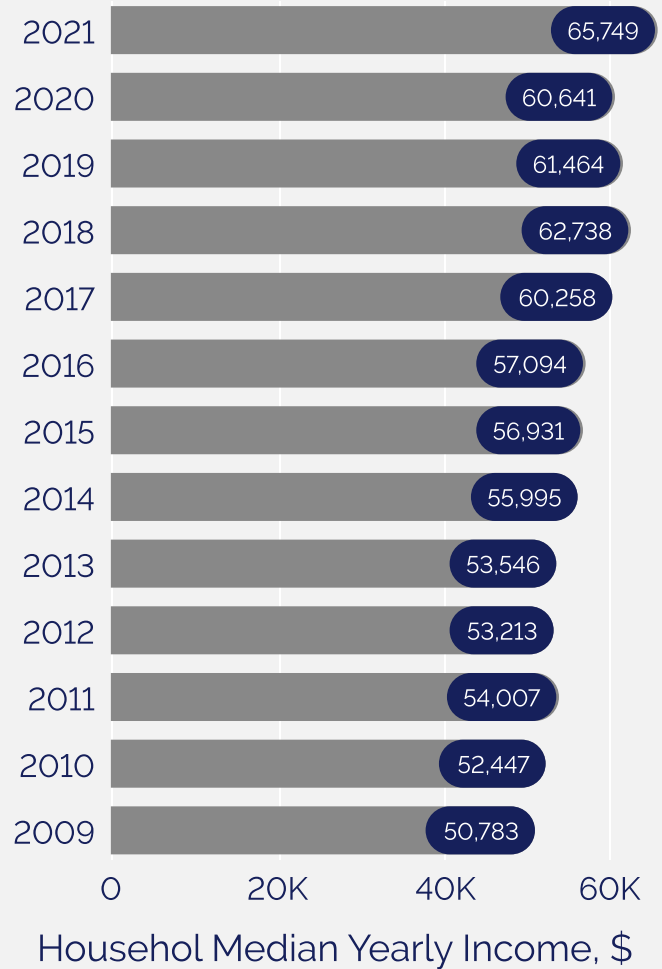


Trends

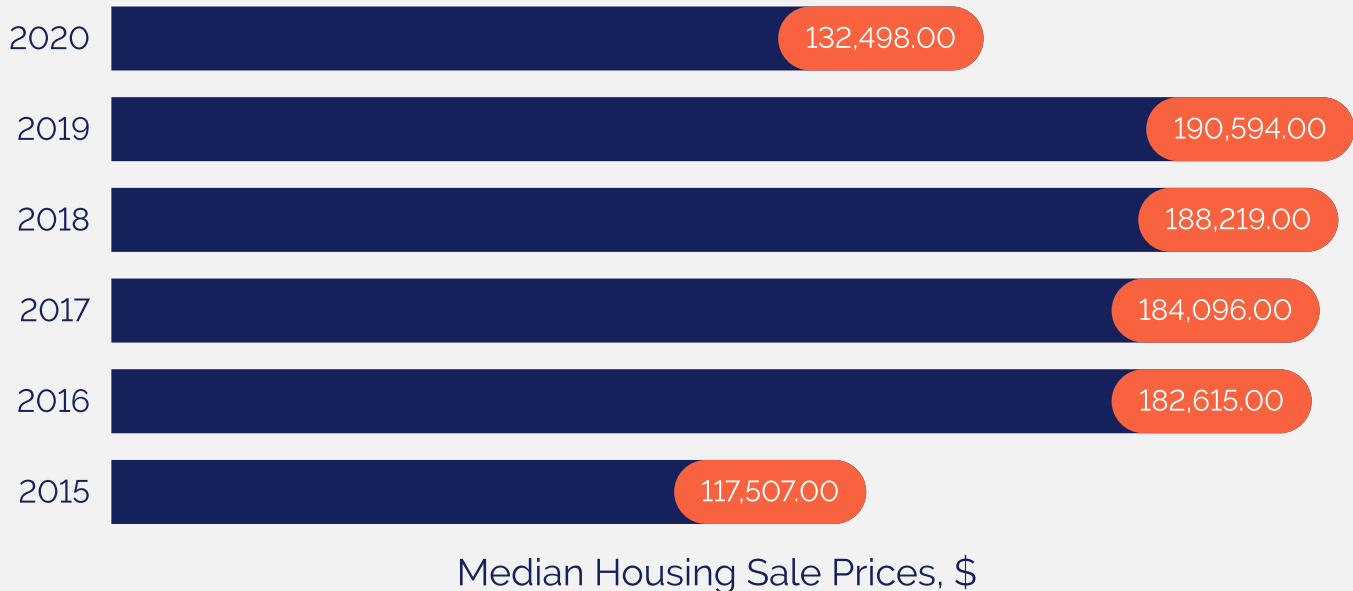
Population Growth



Income Growth



REAL ESTATE SALES PRICE



Appendix C

LIST OF COMPETITORS AND THEIR AUXILIARY SERVICES

Name	Address	Distance from the site, mile(s)	Fuel	Car Wash	C-Store
Giant Gas	40.19700522-77.1808084504	2.4	☒	☐	☐
Speedway	40.2003647-77.17823534	2.6	☒	☐	☒
Kwik Way Market	40.22447233-77.18198096	1.6	☐	☐	☒
Harry's Kwik Stop	40.19426516-77.1665025	2.8	☐	☐	☒
Sheetz	40.19938892-77.15424808	2	☒	☐	☒
Rutter's	40.22696096-77.15368446	0.8	☒	☐	☒
Love's Tire Care	40.23040529-77.14411336	1.3	☒	☐	☒
Petro Fuel Island	40.23123701-77.13922403	1.6	☒	☐	☒
Gulf	40.23484273-77.13632828	3.3	☒	☐	☒
Sunoco Gas Station	40.23349657-77.13080002	2.1	☒	☐	☒
I-81 Carlisle Truck Stop	40.23331081-77.12300444	2.5	☒	☐	☒
Speedway	40.23272129-77.09557269	3.9	☒	☐	☒
Turkey Hill Minit Market	40.24238839-77.179443911	2.6	☐	☐	☒
7-Eleven	40.18598699-77.19083816	3.1	☒	☐	☒
Rana Food Mart	40.20628591-77.18779977	1.6	☐	☐	☒
Flying J Travel Center	40.23511288-77.12300868	2.5	☒	☐	☒
Fuel On	40.23555267-77.18038218	2.2	☒	☐	☒
Gulf	40.18556324-77.20973543	3.8	☒	☐	☒
Gulf	40.23467493-77.13634259	3.3	☒	☐	☒
Love's Travel Stop	40.2306633-77.14439918	1.2	☒	☐	☒

LIST OF COMPETITORS AND THEIR AUXILIARY SERVICES

Name	Address	Distance from the site, mile(s)	Fuel	Car Wash	C-Store
Noble Car Wash & Doggie Spa	40.19155126-77.19555782	1.3	☒	☒	☐
Petro Travel Center	40.23187472-77.14163321	1.4	☒	☐	☒
Quick Stop Deli	40.21002616-77.18391465	1.4	☒	☐	☒
Sunoco	40.23379665-77.13085043	2.1	☒	☐	☒
Rutter's	40.22717971-77.15389529	0.8	☒	☐	☒
Sheetz	40.19970069-77.15419935	2	☒	☐	☒
Sheetz	40.22138996-77.1632544	0.377	☒	☐	☒
Sheetz	40.23325031-77.1197162	2.7	☒	☐	☒
Sheetz	40.19939736-77.15416868	2	☒	☐	☒
Speedway	40.210625-77.18304526	1.3	☒	☐	☒
Speedway	40.23255827-77.09566718	3.9	☒	☐	☒
Speedway	40.20037352-77.17826707	2.6	☒	☐	☒

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.



Gas 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):

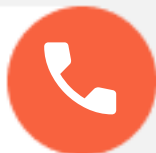
percentage of customers that will, on average, purchase fuel



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

