



Station Transformation and Makeovers

It's intriguing to watch "extreme makeover" type TV shows and view dramatic "before" and "after" photos of people, places, and spaces. These programs are hits because interest soars as the transformational process breathes new life into "before" images.

People are attracted to "new" and "different". Many websites change their content and promotions several times per day to continually draw the same viewers. Brands create new packaging and marketing themes to create renewed interest in their products. Life itself is about renewal and creation.

The common theme of the "extreme makeover" concept is that **Change is needed to be competitive.** People seek updated and attractive appearances, families desire beautiful homes, and businesses want to renew interest and attract new customers.

Today, many trade areas are rapidly aging and transforming. Traffic has increased or decreased, businesses have come and gone, and the people are completely different than years ago. Convenience stores and service stations that once successfully served a particular market are no longer adequately competing. These trade areas are ripe for a flashy new competitor or the transformation of an existing facility to dominate the market. Is it time to become the flashy new competitor or to transform an existing facility?

The old adage still rings true today – the longest journey begins with a single step. The first step is important because change must be entered with effective strategies and confidence that leads to achieving bottom line results.

The first step is a single site study.

It paints the portrait of the current trade area as it exists today and becomes the foundation for raze and rebuild or upgrade strategies. The trade area information consists of current traffic counts and patterns, area activity generators, competitive environment, and meaningful information about the people, both living and working in the local area. The resulting facility rebuild or upgrade becomes a vibrant reflection of trade area influences and opportunities.

The next step is to assess the site itself. With the land size, does a raze and rebuild make sense and does it fit effectively? Should the two-bay service station convert to a convenience store with additional dispensers? Are design considerations given for visibility, access, and on site movement of vehicles and customers alike?

Each site and trade area is uniquely different. As convenience store operators engage this uniqueness, high performing facilities are created. The benefit of a single site study is the creation of different development strategies to determine market effectiveness. These strategies are designed to maximize trade area impact and confidently exploit site opportunities.

One operation may dramatically increase store sales and fuel volumes with a raze and rebuild on a large

West Coast Redevelopment Assistance Program "WRAP"

The ConocoPhillips Company West Coast Redevelopment Assistance Program ("WRAP") is designed to assist 76 Branded Resellers and Marketers in California, Washington and Oregon with improving site viability, image, and volume. Qualifying branded sites are eligible for assistance with outlet improvement projects in the following categories: Raze and Rebuild, Service Bay Conversion to C-Store, Forecourt Remodel, and C-Store Remodel.

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land parcel. Another, may increase to the same degree with a 2-bay service station conversion into a convenience store providing appropriate customer amenities and offerings. At the end of the day, will every step of the upgrade strategy lead to more store sales and more fuel sales?

Begin the “extreme makeover” process at the core – with a site study focused on the site itself and the supporting trade area. Many golden opportunities await convenience store owners as worn out facilities rebuild, remodel, and become the existing new “makeover” in their marketplace.

Marketa S. Fisher

**Sales Manager
IMST Corp**

IMST Corp is the leading national single site analysis company. Accurate sales and fuel projections are the focus for new builds, existing facilities, and specialty retail. The team at IMST is passionate about potential.



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