



What's Your Niche?

Understanding the niche of a convenience store or service station location is critical in maximizing in-store sales and gasoline performance. Strategic facility upgrades and expansions are best accomplished through defining your niche and knowing your area of trade.

Many convenience stores and service stations operate in small neighborhood areas which extend a short drive-time distance around the location. Savvy operators are neighborhood-friendly and locally engaged. Successful convenience stores are an integral part of the neighborhoods they serve.

The operator that clearly understands where his customers are coming from, where his customers are destined to, and what services his customers need can maximize sales. The locally-engaged operator understands store demand and effectively develops a product/service mix to serve the available market niche. In turn, this impacts the type of facility you should consider remodeling or building.

A commuter store conveniently positioned along a morning drive route will experience greater coffee and pastry success than a commuter store conveniently positioned along an afternoon drive route. A convenience store positioned near centers of employment can maximize sales performance through express lunch and snack foods; however, a blue collar employee niche store must merchandise a significantly different lunch program than a store surrounded by white collar employees. The challenge of merchandise and service decisions is very manageable with a good knowledge of your a desired market niche.

Operators facing station modernization must first work to clearly define and understand store niche and store demand prior to upgrade decisions. A retail site evaluation is an analysis tool that will define niche, research targeted trade area, and classify market demand. Store and station modernizations will be most effective at maximizing sales volumes when they target and serve key defined niches.

Answering the question "What's your niche?" is the key to positioning your business and determining investment decisions.

**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.

[Click here](#) for more details.

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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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