



## Finding the Right Mix

**W**hat does your product and service mix communicate to your customers? A well conceived convenience store product and service mix is habit forming and meets daily consumer needs. For instance, customer expectations for a breakfast program differ in a trade area with McDonald's than in a trade area that is isolated from national quick service restaurant brands. A white-collar target base can choose Starbucks, while blue-collar employees who punch a time clock often choose the time convenience of a one-stop convenience store purchase point for coffee, work snacks, and gasoline.

**The  
WRAP Program**  
is designed to assist  
**76 Branded Resellers  
and Marketers**  
in  
**California,  
Washington  
and Oregon**  
in improving site viability,  
image, and volume in 2009.

For more details on BizLink  
go to:  
[Programs & Services > West  
Coast Redevelopment  
Assistance Program \(WRAP\)](#)

Just as the competitive alternatives within your trade area clearly impact your customer's options, so do the physical characteristics of your site. A divided roadway that only allows morning customer traffic access restricts afternoon customer capture. A site accessible only to morning commuters must focus on express morning product and service categories. A site accessible to afternoon commuters must focus on going home product and service categories.

Why not contact the IMST Corporation today for a review of product, service and physical characteristics of your location? IMST is an approved Single Site Study vendor for the West Coast Redevelopment Assistance Program (WRAP).



**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.

[Click here](#) for more information about IMST on BizLink.  
[Click here](#) to visit IMST's website.