



IMST Site Analysis Program

Operators of 76 brand stations focused on increasing gasoline volume and station profitability through site improvement, expansion, and construction are guided toward site analysis to determine the feasibility of planned projects. The implementation of site modernization strategies is only justified by adequate increases in fuel volume and convenience revenue.

The
WRAP
West Coast
Redevelopment
Assistance
Program
[Details on Bizlink](#)

Site analysis focused on the uplift of fuel volume and projection of convenience sales is required for WRAP program qualification and essential to project planning. IMST Corp. is a third party site analysis provider positioned to work with 76 operators to determine site volume potential and appropriate station modernization strategies.

IMST provides customized site analysis prepared in a presentation format designed to validate station modernization plans. Site analysis is utilized to test the profitability of new revenue center development at operating 76 stations. Feasibility determination prior to dispenser expansion, convenience store conversion, fast food implementation, and car wash development is essential to the business planning process.

Site analysis components include traffic counts, competition analysis, trade area demographics, and site characteristics. Site components are individually analyzed and calibrated to result in a forecast of fuel volume and retail station sales revenue. Site analysis results are utilized by 76 station operators to make strategic and sound business investment decisions designed to increase station fuel volume.

The IMST site analysis is available as both a full service market research application with analyst field visit or via a field data collection package completed by the 76 station operator. The full service analyst application is designed for operators requiring detailed trade area information and comprehensive project consultation. The field data collection package is designed for operators requiring time and cost effectiveness.

Contact **Travis Heiser** at **IMST Corp.** to discuss details of the IMST Single Site Analysis Program at 281-398-0321.

