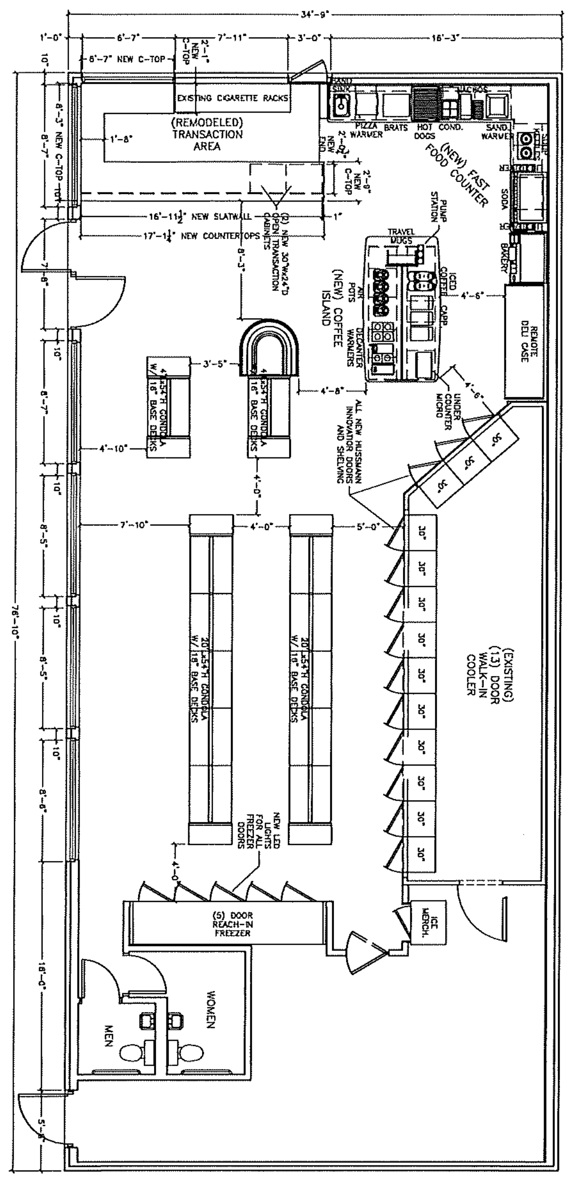
PRELIMINARY DESIGN
NOT FOR CONSTRUCTION



1 PROPOSED FLOOR PLAN
1/4" = 1'-0"

Drawing No.	Date:	Rev. Date:	Revision Description:	By:
45993	09-29-15	12-01-15	REVISE FOR FIELD DIMS.	J.PANKOW
SQ.FT.	Drawn By:	01-27-16	CREATE CABINET PLAN FOR QUOTING	J.PANKOW
2889	J.PANKOW			
Sheet No.	Proj. No.:			
A1	Scale: 1/4" = 1'-0"			

Project Name:

GAMMON ROAD MOBIL

KELLEY WILLIAMSON

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PROPOSED FLOOR PLAN

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GO GROCER INC.

GAS STATION - WEST MADISON

BUSINESS PLAN

1. Executive Summary:
   - Business Concept: Go Grocer Gas Station is a modern convenience retail concept combining high-quality fuel (gasoline & diesel), a curated selection of fresh groceries, grab-and-go meals, essential convenience items, and potentially EV charging. Located strategically on Madison's affluent and growing west side, we target busy professionals, families, and commuters seeking speed, quality, and convenience.
   - Mission: To be the premier neighborhood stop for fueling vehicles and lives, offering exceptional convenience, surprisingly fresh food, and friendly service.
   - Vision: To redefine the gas station experience on Madison's west side by becoming an essential daily destination.
   - Location: Target: High-traffic corridor on Gammon Road, and Shroeder Road, near residential neighborhoods and commercial zones.
   - Market Opportunity: Demand for time-saving solutions, fresh food options beyond typical C-store fare, and quality fuel in a growing, underserved area of west Madison. Gap between traditional gas stations and full supermarkets.
   - Financial Highlights (Projected - Year 1):
   - Startup Costs: $1.8 Million (Land, Construction, Equipment, Inventory, Licenses)
   - Revenue: $2.5 - $3.5 Million
   - Gross Margin: 28-32%
   - Net Profit (Pre-Tax): $180,000
   - Management: Experienced team in convenience retail, fuel operations, and food service.

2. Company Description:
   - Legal Structure: Wisconsin Corporation (Inc).
   - Industry: Gasoline Stations with Convenience Stores (NAICS 447110).
   - Products & Services:
   - Fuel: Top-tier gasoline (Regular, Midgrade, Premium), Diesel. Competitive pricing, loyalty program.
   - Grocery & Essentials: Curated selection: Fresh produce (apples, bananas, salads), high-quality deli meats & cheeses, artisan breads, dairy, eggs, high-quality frozen meals (local?), staple pantry items, craft beer/wine (local focus), specialty coffee, organic/natural options.
   - Grab & Go: Freshly made sandwiches, salads, wraps, breakfast items (parfaits, burritos), hot pizza slices, quality baked goods, premium coffee/tea bar.
   - Convenience: Snacks, beverages (extensive cold vault), basic OTC meds, household essentials, lottery, ATM.
   - Future: EV Charging Stations (Level 2 & potentially DC Fast), Propane exchange, air/water.
   - Target Market: Residents of west Madison neighborhoods (Middleton, Shorewood Hills, near West Towne), commuters using Mineral Point/University/Old Sauk corridors, local office workers, families.

3. Market Analysis:

- West Madison Demographics: Affluent, high median income, educated population, significant number of families and dual-income professionals. High vehicle ownership. Growth in residential and commercial development.
- Competition:
  - Direct: Kwik Trip (strong presence), BP/Shell/Clark stations, other local C-stores.
    - Strengths: Brand recognition, fuel loyalty programs.
    - Weaknesses: Often standard C-store fare, limited fresh/grocery focus, varying quality/cleanliness.
  - Indirect: Woodman's, Metcalfe's Sentry, Festival Foods (full grocery), Target, Walgreens/CVS.
    - Strengths: Wide selection.
    - Weaknesses: Less convenient for quick fuel + essential grocery trips, often larger footprint/longer checkout.
- Market Gap: Lack of a premium convenience option combining quality fuel, a genuine grocery selection (fresh produce, deli), and excellent grab-and-go food in a clean, modern, and efficient environment on the west side.

SWOT Analysis:

- Strengths: Focus on fresh/grocery, quality focus, prime location targeting, modern design/cleanliness, potential local sourcing.
- Weaknesses: New brand recognition, potentially higher price points on some items, reliance on fuel margins.
- Opportunities: EV charging expansion, local partnerships (bakeries, coffee roasters, farms), catering to health-conscious consumers, strong loyalty program.
- Threats: Fluctuating fuel prices, intense competition (especially Kwik Trip), economic downturn impacting discretionary spending, rising minimum wage.

4. Organization & Management:
   - Ownership: [Your Name/Group Name] - Primary owner(s) with relevant experience.
   - Management Team:
   - General Manager: Responsible for overall operations, P&L, staff, inventory, vendor relations. Experience in multi-site C-store or QSR management.
   - Assistant Manager (Operations): Focus on fuel operations, maintenance, safety, compliance.
   - Assistant Manager (Food & Grocery): Focus on fresh food program, deli, inventory rotation, quality control, vendor management (local suppliers).
   - Key Staff: Shift supervisors, fuel attendants, food service staff (deli/sandwich makers, baristas), cashiers. (Total Staff: 12-15 FTE).
   - Advisors: Accountant, Attorney, Insurance Broker, Marketing Consultant.

5. Products & Service Line:
   - Fuel: Core revenue driver. Focus on volume, competitive pricing, loyalty incentives.
   - Grocery & Essentials: High-margin driver. Differentiator. Focus on freshness, rotation, and meeting local needs (e.g., organic milk, local eggs, quality bread).

- Grab & Go Food: Critical for traffic and margin. Emphasize quality, freshness, variety (breakfast, lunch, dinner, snacks), local sourcing where feasible. Premium coffee program essential.
- Convenience Items: Necessary staples, but focus on higher-margin unique/local snacks/beverages alongside standards.
- Service: Fast, friendly, knowledgeable staff. Clean facilities (restrooms are critical!). Efficient checkout (multiple points, potentially mobile pay).

6. Marketing & Sales Strategy:
   - Brand Identity: Modern, clean, fresh, reliable, community-oriented. Logo, signage, interior design reflect this.
   - Grand Opening: Significant promotion (local ads, social media, doorbusters, free coffee samples, community event).
   - Digital Marketing:
   - Website: Simple, location info, hours, highlight key offerings (fresh food, local products).
   - Social Media (FB/Insta): High-quality photos of food/fresh items, daily specials, promotions, community spotlights, respond to reviews.
   - Google My Business: Optimized listing, encourage reviews.
   - Loyalty App: Core strategy. Points for fuel & in-store purchases, personalized offers, mobile payment, push notifications for deals.
   - Local Marketing:
   - Flyers/door hangers in nearby neighborhoods.
   - Partnerships: Local businesses (lunch specials for offices?), schools (sponsorship), community events.
   - Local media (Isthmus, neighborhood newsletters).
   - In-Store Promotions: Sandwich/salad combo deals, coffee loyalty (buy X get 1 free), fuel discounts with grocery purchase, seasonal offerings.
   - Pricing Strategy: Competitive on fuel, value-driven on essentials, premium pricing justified by quality for fresh/grocery/G&G items.

7. Operations Plan:
   - Location: 0.5 - 1 acre parcel. Excellent visibility, easy ingress/egress (dual access ideal), high traffic count (25,000+ VPD target), proximity to residential density. Zoning: C-Commercial. Environmental Phase I ESA critical.
   - Facility: ~2,500 - 3,500 Sq Ft building. Modern design (lots of glass, clean lines). Layout:
     - Efficient fuel canopy (6-8 multi-product dispensers).
     - Spacious, well-lit store with clear sightlines.
     - Dedicated Grab & Go cooler section.
     - Dedicated fresh produce/dairy section.
     - Prominent deli/sandwich prep area (open kitchen concept ideal).
     - Large coffee/hot beverage bar.
     - Ample cooler/freezer space.
     - Clean, well-maintained restrooms.
     - Back office, storage, employee area.

- Technology:
  - Modern POS system integrated with fuel controllers and loyalty program.
  - Inventory management software.
  - Security cameras (inside & out).
  - Digital menu boards (fuel prices, food specials).
  - Robust Wi-Fi.
- Suppliers: Major fuel supplier contract. Broadline food distributor (Reinhart, US Foods). *Critical:* Local bakery, dairy, coffee roaster, produce supplier relationships. Vending partners (ATM, lottery).

- Processes: Strict inventory control (FIFO), rigorous food safety protocols (HACCP), fuel safety/environmental compliance (WI DNR), cash handling procedures, staff training programs, preventative maintenance schedule.

8. Risk Analysis & Mitigation:

- Fuel Price Volatility: Hedging contracts (if feasible), focus on driving higher-margin in-store sales volume. Loyalty program.
- Competition: Strong differentiation (fresh food, quality), superior service/cleanliness, local focus, aggressive loyalty program.
- Economic Downturn: Focus on essential items, value messaging, maintain quality to retain customers.
- Regulatory/Environmental: Strict adherence to WI DNR & EPA regulations, regular tank testing, spill prevention plans, proper waste disposal. Experienced legal/environmental counsel.
- Labor Market: Competitive wages, flexible scheduling, positive work environment, training, potential hiring from UW-Madison student pool.
- Reputation Risk: Exceptional cleanliness (especially restrooms), outstanding customer service, proactive response to issues/social media, high food safety standards.
- Location Risk: Extensive due diligence on traffic patterns, demographics, competition, access, and future development plans before site purchase.

9. Exit Strategy (Optional but Forward-Thinking):

- Long-Term Goal: Build a successful, profitable operation with a strong brand reputation.
- Potential Exits:
- Acquisition by a larger regional or national convenience store chain.
- Franchise the concept based on success.
- Sale to a private investor or management team.
- Continue as a profitable owner-operated business.

Conclusion:
Go Grocer addresses a clear market need on Madison's west side for a premium convenience experience combining quality fuel, genuine grocery essentials, and excellent fresh food. By focusing on superior product quality, a modern environment, exceptional service, and community integration, Go Grocer is positioned to capture

significant market share and become a profitable neighborhood staple. This plan outlines the roadmap; securing the optimal location and adequate funding are the critical next steps.