

Paul Sandhe
Single Site #4975
809 Hanford Armona Road
and South 11th Avenue
Hanford, CA

December 19, 2018

Paul Sandhe
9620 East Shaw Avenue
Clovis, CA 93619

Single Site #: 4975

Lat. / Long: 36.313307
-119.655823

Dear Paul:

Attached you will find a summary of the four (4) scenarios depicting gasoline and convenience store projections, detailed projection analyses, and associated reports for your site at 809 Hanford Armona Road and South 11th Avenue in Hanford, CA. The site was evaluated as a city street location and is currently undeveloped. The study was based on site-specific information supplied by you as reflected in the attached site plan and Site Recommendation Forms.

These projections were generated using a LocationXpert® database surveyed in September 2018. Any marketplace changes to the competitors, demographics or street network that may have occurred since this date, with the exception of the changes you provided in your packet of information received November 28th, 2018, have not been considered in generating these volume projections. It is highly recommended that you visit this site and its local area to review changes before investing any major capital at this location. Please note the subject site's potential gasoline volume projection does not include diesel fuel. Please also note the subject site's potential c-store sales projection excludes revenues generated by lottery, any liquor other than beer, money orders, quick service restaurant, and car wash.

Please be advised that any deviation in the facility constructed compared to the attached site plan and Site Recommendation Forms may impact this site's estimated volume potentials. These estimated volume potentials have been developed in accordance with Kalibrate's established procedures and Kalibrate does not warrant that the estimated volume projections will be achieved. Kalibrate recommends that the developer and financial provider for the project perform their own financial analysis for the subject site.

Do you want to test additional strategies? Competitor changes? Demand changes? Kalibrate can run additional tactics for you at this location for \$300 per tactic.

We have enjoyed working with you on this study. If you have any questions, please call.

Sincerely,

Nick Ary
Kalibrate
Retail Network Planning Consultant

**Additional tactics
available for
\$300 each**

cc: M. Hillhouse – Kalibrate

809 Hanford Armona Road and South 11th Avenue
Hanford, CA

Single Site #: 4975
Lat. / Long: 36.313307
-119.655823

GASOLINE / CONVENIENCE STORE TACTICS

CASE	STRATEGY	GASOLINE (‘000 gal/mo)		CONVENIENCE STORE (\$,'000/mo)			QUICK SERVICE RESTAURANT	PRICING STRATEGY		
		BRAND	PROJ VOL	BRAND	SIZE (sq. ft.)	PROJ VOL	BRAND	Chevron -30 cpg	Chevron -40 cpg	10 cpg discount for cash
BASE	New Build	Valero	121	DMV Market	2,201-3,000	90	Taqueria	Y		Y
2	New Build	Sinclair	95	DMV Market	2,201-3,000	85	Taqueria	Y		Y
3	New Build	76	111	DMV Market	2,201-3,000	88	Taqueria	Y		Y
4	New Build	Unbranded	71	DMV Market	2,201-3,000	83	Taqueria		Y	Y

BASE CASE:

- Build a Valero branded station with 6 pumps / 12 fueling positions of gasoline, sharing space with 2 pumps / 4 fueling positions of diesel
- Set the fuel prices 30 cents per gallon (cpg) below the nearby Chevron branded station (11006), and offer a 10 cent per gallon (cpg) discount for cash
- Build a DMV Market branded convenience store in a 2,201 – 3,000 sq. ft. building, with 10 dedicated parking spaces and 20 cooler doors
- In the convenience store, build a Taqueria branded quick service restaurant
- Set the hours of operation to 24 hours a day, 7 days a week

CASE 2: Adopt the site characteristics and assumptions of the Base Case, except:

- Brand the fuel Sinclair

CASE 3: Adopt the site characteristics and assumptions of the Base Case, except:

- Brand the fuel 76

CASE 4: Adopt the site characteristics and assumptions of the Base Case, except:

- Brand the fuel as Unbranded
- Set the fuel prices 40 cents per gallon (cpg) below the nearby Chevron branded station (11006), and offer a 10 cent per gallon (cpg) discount for cash

Demographic Summary Report

Gas Brand:	Address:	Outlet Number:
C-Store Brand:	Suburb:	Client Number:
QSR Brand:	Latitude/Longitude: 36.313028 / -119.656160	Radius Selected: 2 miles

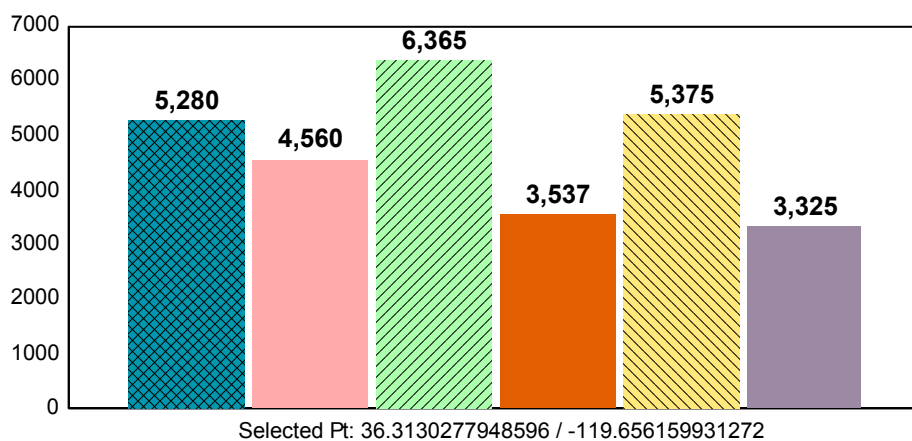
Local Area Demographics

NUMBER OF HOUSEHOLDS	8,677
MEDIAN HOUSEHOLD INCOME	44,704
POPULATION	28,442
NUMBER OF EMPLOYEES	33,487

Population by Age Range and Gender

Age	#	%
UNDER 10	5,280	18.6
10 TO 19	4,560	16.0
20 TO 34	6,365	22.4
35 TO 44	3,537	12.4
45 TO 64	5,375	18.9
OVER 64	3,325	11.7

Population by Age



Gender	#	%
MALE	13,772	48.4
FEMALE	14,670	51.6

#Under 10 #10 to 19 #20 to 34 #35 to 44 #45 to 64 #Over 64

Population by Ethnicity

	#	%
CAUCASIAN	6,846	24.5
AFRICAN AMERICAN	1,292	4.6
HISPANIC	18,419	65.9
ASIAN	1,080	3.9
OTHERS	299	1.1

Market: ALL MP FRESNO 2018

Study Date: 9/24/2018

Run Date: 12/19/2018 2:31:47PM

Local Area Price - Fuels

Subject Outlet / Site Information

Address: Selected Pt 36.3129735881461 / -119.656092695636

Predominant
Grade Gas

Diesel

Brand Name	Outlet No.	Address	Type Operation	Gasoline Volume	Diesel Volume	C-Store Volume	Dist. from Subject Site	Petrol Mix	SELF	ATTD
STOP ZONE	40238	10915 HANFORD ARMONA RD / JONES ST	INDEP DLR	39		54	0.18	E 10	307.9	
CHEVRON	40237	398 11 AVE / CADILLAC LN	INDEP DLR	75		52	0.49	E 10	348.9	
BUFORD STAR	40236	627 11 AVE / 7 ST	INDEP DLR	74	6	94	0.83	E 10	347.9	393.9
UNBRAND	40235	620 11 AVE / 7 ST	INDEP DLR	52	2	46	0.86	E 10	347.9	393.9
CHEVRON	11006	12 AVE / HANFORD ARMONA RD	JOBBER	99	10	99	0.93	E 10	348.9	408.9
CIRCLE K	40239	1665 HANFORD ARMONA RD / 12 AVE	COMPANY	65		118	0.93	E 10	305.9	
7-ELEVEN	40234	395 11 AVE / LACEY BLVD	COMPANY	51		126	1.03	E 10	352.9	
VALERO	40243	1201 LACEY BLVD / CAMPUS DR	INDEP DLR	65		71	1.10	E 10	370.9	
ARCO	11005	1775 GLENDALE AVE / W / 12 AVE	DLR FRNCHS	420	12	129	1.13	E 10	340.9	383.9
STAR MART	21612	502 IRWIN ST / CENTER ST	INDEP DLR	22	2	61	1.28	E 10	391.9	373.9
PATRIOT	21611	600 IRWIN ST / PORTER ST	INDEP DLR	26		54	1.35	E 10	363.9	
CHEVRON	40240	1702 12 AVE / LACEY BLVD	JOBBER	85	13	36	1.43	E 10	383.9	423.9
76	40242	527 7 ST / EAST ST	INDEP DLR	112	8	51	1.44	E 10	347.9	394.9
SINCLAIR	40226	711 LACEY BLVD / 10 AVE	INDEP DLR	69	5	48	1.49	E 10	373.9	411.9
HANFORD GAS	40227	777 10 AVE / MYRTLE ST	INDEP DLR	25		41	1.75	E 10	339.9	
Number of Outlets:			Average	85	7	72			351.6	398.2

Client Number:

Case: NR4975 Base Case

Market: ALL MP FRESNO 2018

Outlet Number: 1

Run Date: 12/19/2018

3:30:07PM

Study Date: 9/24/2018

Single Site Case Outlet Detail for: 1

Identification/Volumes/Location/Traffic

Gasoline Brand	VALERO	Gasoline Volume	121	Address	809 HANFORD ARMONA RD / S 11TH AVE		
				Phone		Type Location	CITY STR
C-Store Brand	DMV MARKET	C-Store Sales	90	Outlet Name		Site Location	INSIDE
QSR Chain Name	TAQUERIA	QSR Sales		Type Operation	INDEP DLR	Site Direction	S
		Diesel Volume		Hypermarket		Oasis	
Car Wash Brand		No. of Car Washes		Suburb	HANFORD	Truck/Fuel Stop	
						Latitude	36.313307
						Longitude	-119.655823

	Traffic Count (000)	No. of Thru Lanes	Barriers	Remote Access	Has Access to Third Street?
Primary Street	8	1			
Secondary Street				Y	

Facility/Ratings

Curb Cuts/Signs/Interstate			
Landscaping	MINIMAL		
Physical Damage			
Excess Trash			
Bad Paint			
Oil Stains/Bad Pavement			
Auto Repair Bays			

<i>Pumps/Fueling Positions</i>			<i>Pump Detail</i>		<i>Lot Size/Forecourt</i>	
	Total					
	Pumps	Fueling Positions				
			Has Canopy?	Y	Front	151-200
			Has MPDs?	Y	Depth	151-200
Attendant			Fueling Position Penalty?	Y	Pump Island Relationship	PARALLEL
Self	6	12	Total Pump Islands	2	Number of Bypass Lanes	3
Diesel	2	4				

Prices/Payment/Hours

Pump Prices						
REG		Posted	Petrol Mix		Discounts/Payment	
Attendant			E 10		Average Discount (-Cents)	10
Self	326.9	Y			Company Credit Cards	Y
Diesel	379.9	Y			Number of Registers	2
					Hours Open	
					Monday-Friday	24
					Saturday	24
					Sunday	24

Ancillaries

Convenience Store	Store Type	CSTORE	Cold Beer	Y
	Building Size	2201-3000	XL Fresh Food Offer	Y
	Dedicated Parking Spaces	10	Fresh Bakery Items	Y
	Number of Cooler Doors	20		
	Inside Appearance Rating	SUPERIOR		

Quick Serve Restaurant		Car Wash	
QSR Offered?	Y	Wash Offered?	Long Tunnel
		Short Tunnel	Warehouse/In Bay

Category: Case
Case Name: NR4975 Base Case
Report: 1

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - Gasoline

			Case Volumes			
Brand Name Address	Outlet No.	Product	Projected (,000 gal/mo)	Database (,000 gal/mo)	Change	% Change
VALERO 809 HANFORD ARMONA RD / S 11TH AVE	1	Gasoline	121	0	121	100.0
ARCO 1775 GLENDALE AVE / W / 12 AVE	11005	Gasoline	392	420	-28	-6.7
COSTCO 02339 LACEY BLVD / CENTRAL VALLEY HWY	21609	Gasoline	561	574	-13	-2.3
CHEVRON 12 AVE / HANFORD ARMONA RD	11006	Gasoline	91	99	-8	-8.1
CHEVRON 398 11 AVE / CADILLAC LN	40237	Gasoline	68	75	-7	-9.3
76 527 7 ST / EAST ST	40242	Gasoline	106	112	-6	-5.4
BUFORD STAR 627 11 AVE / 7 ST	40236	Gasoline	69	74	-5	-6.8
STOP ZONE 10915 HANFORD ARMONA RD / JONES ST	40238	Gasoline	34	39	-5	-12.8
CIRCLE K 1665 HANFORD ARMONA RD / 12 AVE	40239	Gasoline	60	65	-5	-7.7
CHEVRON 1702 12 AVE / LACEY BLVD	40240	Gasoline	80	85	-5	-5.9

Category: Case
Case Name: NR4975 Base Case
Report: 1

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - C-Store

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (\$,000/mo)	Database (\$,000/mo)	Change	% Change
DMV MARKET 809 HANFORD ARMONA RD / S 11TH AVE	1	C-Store	90	0	90	100.0
AMPM 1775 GLENDALE AVE / W / 12 AVE	11005	C-Store	120	129	-9	-7.0
CIRCLE K 1665 HANFORD ARMONA RD / 12 AVE	40239	C-Store	109	118	-9	-7.6
CHEVRON 12 AVE / HANFORD ARMONA RD	11006	C-Store	91	99	-8	-8.1
7-ELEVEN 395 11 AVE / LACEY BLVD	40234	C-Store	119	126	-7	-5.6
STOP ZONE 10915 HANFORD ARMONA RD / JONES ST	40238	C-Store	47	54	-7	-13.0
STAR MART 627 11 AVE / 7 ST	40236	C-Store	88	94	-6	-6.4
B & A FOOD M 398 11 AVE / CADILLAC LN	40237	C-Store	48	52	-4	-7.7
KING GAS 1201 LACEY BLVD / CAMPUS DR	40243	C-Store	67	71	-4	-5.6
STAR MART 502 IRWIN ST / CENTER ST	21612	C-Store	58	61	-3	-4.9
UNBRAND 620 11 AVE / 7 ST	40235	C-Store	43	46	-3	-6.5
CHEVRON 2665 N 11 AVE / NORTHSTAR DR	21610	C-Store	78	80	-2	-2.5
C A PLAZA 600 IRWIN ST / PORTER ST	21611	C-Store	52	54	-2	-3.7
DINO MART 711 LACEY BLVD / 10 AVE	40226	C-Store	46	48	-2	-4.2
MOBIL 1685 GRANGEVILLE BLVD / 10 AVE	40229	C-Store	77	79	-2	-2.5
CHEVRON 705 GRANGEVILLE BLVD / 11 AVE	40233	C-Store	70	72	-2	-2.8
CHEVRON 1702 12 AVE / LACEY BLVD	40240	C-Store	34	36	-2	-5.6

Category: Case
Case Name: NR4975 Base Case
Report: 1

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - C-Store

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (\$,000/mo)	Database (\$,000/mo)	Change	% Change
CHEVRON 2497 10 AVE / FARGO AVE	40241	C-Store	86	88	-2	-2.3
76 527 7 ST / EAST ST	40242	C-Store	49	51	-2	-3.9

Client Number:

Case: NR4975 Case 2 - Sinclair

Market: ALL MP FRESNO 2018

Outlet Number: 1

Run Date: 12/19/2018

3:31:32PM

Study Date: 9/24/2018

Single Site Case Outlet Detail for: 1

Identification/Volumes/Location/Traffic

Gasoline Brand	SINCLAIR	Gasoline Volume	95	Address	809 HANFORD ARMONA RD / S 11TH AVE
				Phone	Type Location CITY STR
C-Store Brand	DMV MARKET	C-Store Sales	85	Outlet Name	Site Location INSIDE
QSR Chain Name	TAQUERIA	QSR Sales		Type Operation	INDEP DLR
					Site Direction S
		Diesel Volume		Hypermarket	Oasis
Car Wash Brand		No. of Car Washes		Suburb	HANFORD
					Latitude 36.313307
					Longitude -119.655823

	Traffic Count (000)	No. of Thru Lanes	Barriers	Remote Access	Has Access to Third Street?
Primary Street	8	1			
Secondary Street				Y	

Facility/Ratings

Outlet Appearance	Outlet Visibility	Curb Cuts/Signs/Interstate
Landscaping MINIMAL	Blockage	Curb Cuts 2
Physical Damage	Low/Small Signs Y	Brand Street Signs 1
Excess Trash	Hi-rise Sign	Interstate Proximity
Bad Paint		
Oil Stains/Bad Pavement		
Auto Repair Bays		

Pumps/Fueling Positions	Pump Detail	Lot Size/Forecourt
	Has Canopy? Y	Front 151-200
	Has MPDs? Y	Depth 151-200
	Fueling Position Penalty? Y	Pump Island Relationship PARALLEL
	Total Pump Islands 2	Number of Bypass Lanes 3

Prices/Payment/Hours

Pump Prices	REG	Posted	Petrol Mix	Discounts/Payment	Hours Open
Attendant			E 10	Average Discount (-Cents) 10	Monday-Friday 24
Self	326.9	Y		Company Credit Cards Y	Saturday 24
Diesel	379.9	Y		Number of Registers 2	Sunday 24

Ancillaries

Convenience Store	Store Type CSTORE	Cold Beer Y
	Building Size 2201-3000	XL Fresh Food Offer Y
	Dedicated Parking Spaces 10	Fresh Bakery Items Y
	Number of Cooler Doors 20	
	Inside Appearance Rating SUPERIOR	

Quick Serve Restaurant	Car Wash
QSR Offered? Y	Wash Offered? Long Tunnel
	Short Tunnel Warehouse/In Bay

Category: Case
Case Name: NR4975 Case 2 - Sinclair
Report: 2

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - Gasoline

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (,000 gal/mo)	Database (,000 gal/mo)	Change	% Change
SINCLAIR 809 HANFORD ARMONA RD / S 11TH AVE	1	Gasoline	95	0	95	100.0
ARCO 1775 GLENDALE AVE / W / 12 AVE	11005	Gasoline	399	420	-21	-5.0
COSTCO 02339 LACEY BLVD / CENTRAL VALLEY HWY	21609	Gasoline	564	574	-10	-1.7
CHEVRON 12 AVE / HANFORD ARMONA RD	11006	Gasoline	93	99	-6	-6.1
CHEVRON 398 11 AVE / CADILLAC LN	40237	Gasoline	69	75	-6	-8.0

Data Summary - Volumes - C-Store

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (\$,000/mo)	Database (\$,000/mo)	Change	% Change
DMV MARKET 809 HANFORD ARMONA RD / S 11TH AVE	1	C-Store	85	0	85	100.0
CIRCLE K 1665 HANFORD ARMONA RD / 12 AVE	40239	C-Store	109	118	-9	-7.6
AMPM 1775 GLENDALE AVE / W / 12 AVE	11005	C-Store	121	129	-8	-6.2
CHEVRON 12 AVE / HANFORD ARMONA RD	11006	C-Store	92	99	-7	-7.1
7-ELEVEN 395 11 AVE / LACEY BLVD	40234	C-Store	119	126	-7	-5.6
STAR MART 627 11 AVE / 7 ST	40236	C-Store	88	94	-6	-6.4
STOP ZONE 10915 HANFORD ARMONA RD / JONES ST	40238	C-Store	48	54	-6	-11.1
B & A FOOD M 398 11 AVE / CADILLAC LN	40237	C-Store	48	52	-4	-7.7
KING GAS 1201 LACEY BLVD / CAMPUS DR	40243	C-Store	67	71	-4	-5.6
STAR MART 502 IRWIN ST / CENTER ST	21612	C-Store	58	61	-3	-4.9
CHEVRON 2665 N 11 AVE / NORTHSTAR DR	21610	C-Store	78	80	-2	-2.5
C A PLAZA 600 IRWIN ST / PORTER ST	21611	C-Store	52	54	-2	-3.7
DINO MART 711 LACEY BLVD / 10 AVE	40226	C-Store	46	48	-2	-4.2
MOBIL 1685 GRANGEVILLE BLVD / 10 AVE	40229	C-Store	77	79	-2	-2.5
CHEVRON 705 GRANGEVILLE BLVD / 11 AVE	40233	C-Store	70	72	-2	-2.8
UNBRAND 620 11 AVE / 7 ST	40235	C-Store	44	46	-2	-4.3
CHEVRON 1702 12 AVE / LACEY BLVD	40240	C-Store	34	36	-2	-5.6

Category: Case
Case Name: NR4975 Case 2 - Sinclair
Report: 2

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - C-Store

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (\$,000/mo)	Database (\$,000/mo)	Change	% Change
CHEVRON 2497 10 AVE / FARGO AVE	40241	C-Store	86	88	-2	-2.3
76 527 7 ST / EAST ST	40242	C-Store	49	51	-2	-3.9

Client Number:

Case: NR4975 Case 3 - 76

Market: ALL MP FRESNO 2018

Outlet Number: 1

Run Date: 12/19/2018

3:32:24PM

Study Date: 9/24/2018

Single Site Case Outlet Detail for: 1

Identification/Volumes/Location/Traffic

Gasoline Brand 76	Gasoline Volume 111	Address 809 HANFORD ARMONA RD / S 11TH AVE	Type Location CITY STR
C-Store Brand DMV MARKET	C-Store Sales 88	Phone	Site Location INSIDE
QSR Chain Name TAQUERIA	QSR Sales	Outlet Name	Site Direction S
	Diesel Volume	Type Operation INDEP DLR	Oasis
Car Wash Brand	No. of Car Washes	Hypermarket	Truck/Fuel Stop
		Suburb HANFORD	Latitude 36.313307 Longitude -119.655823

	Traffic Count (000)	No. of Thru Lanes	Barriers	Remote Access	Has Access to Third Street?
Primary Street	8	1			
Secondary Street				Y	

Facility/Ratings

Outlet Appearance	Outlet Visibility	Curb Cuts/Signs/Interstate
Landscaping MINIMAL	Blockage	Curb Cuts 2
Physical Damage	Low/Small Signs Y	Brand Street Signs 1
Excess Trash	Hi-rise Sign	Interstate Proximity
Bad Paint		
Oil Stains/Bad Pavement		
Auto Repair Bays		

Pumps/Fueling Positions	Pump Detail	Lot Size/Forecourt
	Has Canopy? Y	Front 151-200
	Has MPDs? Y	Depth 151-200
	Fueling Position Penalty? Y	Pump Island Relationship PARALLEL
	Total Pump Islands 2	Number of Bypass Lanes 3

Prices/Payment/Hours

Pump Prices	REG	Posted	Petrol Mix	Discounts/Payment	Hours Open
Attendant			E 10	Average Discount (-Cents) 10	Monday-Friday 24
Self	326.9	Y		Company Credit Cards Y	Saturday 24
Diesel	379.9	Y		Number of Registers 2	Sunday 24

Ancillaries

Convenience Store	Store Type CSTORE	Cold Beer Y
	Building Size 2201-3000	XL Fresh Food Offer Y
	Dedicated Parking Spaces 10	Fresh Bakery Items Y
	Number of Cooler Doors 20	
	Inside Appearance Rating SUPERIOR	

Quick Serve Restaurant	Car Wash
QSR Offered? Y	Wash Offered? Long Tunnel
	Short Tunnel Warehouse/In Bay

Category: Case
Case Name: NR4975 Case 3 - 76
Report: 3

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - Gasoline

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (,000 gal/mo)	Database (,000 gal/mo)	Change	% Change
76 809 HANFORD ARMONA RD / S 11TH AVE	1	Gasoline	111	0	111	100.0
ARCO 1775 GLENDALE AVE / W / 12 AVE	11005	Gasoline	395	420	-25	-6.0
COSTCO 02339 LACEY BLVD / CENTRAL VALLEY HWY	21609	Gasoline	562	574	-12	-2.1
CHEVRON 12 AVE / HANFORD ARMONA RD	11006	Gasoline	92	99	-7	-7.1
CHEVRON 398 11 AVE / CADILLAC LN	40237	Gasoline	69	75	-6	-8.0
BUFORD STAR 627 11 AVE / 7 ST	40236	Gasoline	69	74	-5	-6.8
STOP ZONE 10915 HANFORD ARMONA RD / JONES ST	40238	Gasoline	34	39	-5	-12.8
CIRCLE K 1665 HANFORD ARMONA RD / 12 AVE	40239	Gasoline	60	65	-5	-7.7
76 527 7 ST / EAST ST	40242	Gasoline	107	112	-5	-4.5

Category: Case
Case Name: NR4975 Case 3 - 76
Report: 3

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - C-Store

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (\$,000/mo)	Database (\$,000/mo)	Change	% Change
DMV MARKET 809 HANFORD ARMONA RD / S 11TH AVE	1	C-Store	88	0	88	100.0
CIRCLE K 1665 HANFORD ARMONA RD / 12 AVE	40239	C-Store	109	118	-9	-7.6
AMPM 1775 GLENDALE AVE / W / 12 AVE	11005	C-Store	121	129	-8	-6.2
CHEVRON 12 AVE / HANFORD ARMONA RD	11006	C-Store	92	99	-7	-7.1
7-ELEVEN 395 11 AVE / LACEY BLVD	40234	C-Store	119	126	-7	-5.6
STOP ZONE 10915 HANFORD ARMONA RD / JONES ST	40238	C-Store	47	54	-7	-13.0
STAR MART 627 11 AVE / 7 ST	40236	C-Store	88	94	-6	-6.4
B & A FOOD M 398 11 AVE / CADILLAC LN	40237	C-Store	48	52	-4	-7.7
KING GAS 1201 LACEY BLVD / CAMPUS DR	40243	C-Store	67	71	-4	-5.6
STAR MART 502 IRWIN ST / CENTER ST	21612	C-Store	58	61	-3	-4.9
UNBRAND 620 11 AVE / 7 ST	40235	C-Store	43	46	-3	-6.5
CHEVRON 2665 N 11 AVE / NORTHSTAR DR	21610	C-Store	78	80	-2	-2.5
C A PLAZA 600 IRWIN ST / PORTER ST	21611	C-Store	52	54	-2	-3.7
DINO MART 711 LACEY BLVD / 10 AVE	40226	C-Store	46	48	-2	-4.2
MOBIL 1685 GRANGEVILLE BLVD / 10 AVE	40229	C-Store	77	79	-2	-2.5
CHEVRON 705 GRANGEVILLE BLVD / 11 AVE	40233	C-Store	70	72	-2	-2.8
CHEVRON 1702 12 AVE / LACEY BLVD	40240	C-Store	34	36	-2	-5.6

Category: Case
Case Name: NR4975 Case 3 - 76
Report: 3

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - C-Store

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (\$,000/mo)	Database (\$,000/mo)	Change	% Change
CHEVRON 2497 10 AVE / FARGO AVE	40241	C-Store	86	88	-2	-2.3
76 527 7 ST / EAST ST	40242	C-Store	49	51	-2	-3.9

Client Number:

Case: NR4975 Case 4 - Unbranded -10c

Market: ALL MP FRESNO 2018

Outlet Number: 1

Run Date: 12/19/2018

3:34:12PM

Study Date: 9/24/2018

Single Site Case Outlet Detail for: 1

Identification/Volumes/Location/Traffic

Gasoline Brand UNBRAND	Gasoline Volume 71	Address 809 HANFORD ARMONA RD / S 11TH AVE	Type Location CITY STR
C-Store Brand DMV MARKET	C-Store Sales 83	Phone	Site Location INSIDE
QSR Chain Name TAQUERIA	QSR Sales	Outlet Name	Site Direction S
	Diesel Volume	Type Operation INDEP DLR	Oasis
Car Wash Brand	No. of Car Washes	Hypermarket	Truck/Fuel Stop
		Suburb HANFORD	Latitude 36.313307 Longitude -119.655823

	Traffic Count (000)	No. of Thru Lanes	Barriers	Remote Access	Has Access to Third Street?
Primary Street	8	1			
Secondary Street				Y	

Facility/Ratings

Outlet Appearance	Outlet Visibility	Curb Cuts/Signs/Interstate
Landscaping MINIMAL	Blockage	Curb Cuts 2
Physical Damage	Low/Small Signs Y	Brand Street Signs 1
Excess Trash	Hi-rise Sign	Interstate Proximity
Bad Paint		
Oil Stains/Bad Pavement		
Auto Repair Bays		

Pumps/Fueling Positions	Pump Detail	Lot Size/Forecourt
	Has Canopy? Y	Front 151-200
	Has MPDs? Y	Depth 151-200
	Fueling Position Penalty? Y	Pump Island Relationship PARALLEL
	Total Pump Islands 2	Number of Bypass Lanes 3

Prices/Payment/Hours

Pump Prices	REG	Posted	Petrol Mix	Discounts/Payment	Hours Open
Attendant			E 10	Average Discount (-Cents) 10	Monday-Friday 24
Self	319.9	Y		Company Credit Cards Y	Saturday 24
Diesel	372.9	Y		Number of Registers 2	Sunday 24

Ancillaries

Convenience Store	Store Type CSTORE	Cold Beer Y
	Building Size 2201-3000	XL Fresh Food Offer Y
	Dedicated Parking Spaces 10	Fresh Bakery Items Y
	Number of Cooler Doors 20	
	Inside Appearance Rating SUPERIOR	

Quick Serve Restaurant	Car Wash
QSR Offered? Y	Wash Offered? Long Tunnel
	Short Tunnel Warehouse/In Bay

Category: Case
Case Name: NR4975 Case 4 - Unbranded -10c
Report: 4

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - Gasoline

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (,000 gal/mo)	Database (,000 gal/mo)	Change	% Change
UNBRAND 809 HANFORD ARMONA RD / S 11TH AVE	1	Gasoline	71	0	71	100.0
ARCO 1775 GLENDALE AVE / W / 12 AVE	11005	Gasoline	405	420	-15	-3.6
COSTCO 02339 LACEY BLVD / CENTRAL VALLEY HWY	21609	Gasoline	567	574	-7	-1.2

Data Summary - Volumes - C-Store

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (\$,000/mo)	Database (\$,000/mo)	Change	% Change
DMV MARKET 809 HANFORD ARMONA RD / S 11TH AVE	1	C-Store	83	0	83	100.0
AMPM 1775 GLENDALE AVE / W / 12 AVE	11005	C-Store	121	129	-8	-6.2
CIRCLE K 1665 HANFORD ARMONA RD / 12 AVE	40239	C-Store	110	118	-8	-6.8
CHEVRON 12 AVE / HANFORD ARMONA RD	11006	C-Store	92	99	-7	-7.1
7-ELEVEN 395 11 AVE / LACEY BLVD	40234	C-Store	119	126	-7	-5.6
STAR MART 627 11 AVE / 7 ST	40236	C-Store	88	94	-6	-6.4
STOP ZONE 10915 HANFORD ARMONA RD / JONES ST	40238	C-Store	48	54	-6	-11.1
B & A FOOD M 398 11 AVE / CADILLAC LN	40237	C-Store	48	52	-4	-7.7
KING GAS 1201 LACEY BLVD / CAMPUS DR	40243	C-Store	67	71	-4	-5.6
STAR MART 502 IRWIN ST / CENTER ST	21612	C-Store	58	61	-3	-4.9
CHEVRON 2665 N 11 AVE / NORTHSTAR DR	21610	C-Store	78	80	-2	-2.5
C A PLAZA 600 IRWIN ST / PORTER ST	21611	C-Store	52	54	-2	-3.7
DINO MART 711 LACEY BLVD / 10 AVE	40226	C-Store	46	48	-2	-4.2
MOBIL 1685 GRANGEVILLE BLVD / 10 AVE	40229	C-Store	77	79	-2	-2.5
CHEVRON 705 GRANGEVILLE BLVD / 11 AVE	40233	C-Store	70	72	-2	-2.8
UNBRAND 620 11 AVE / 7 ST	40235	C-Store	44	46	-2	-4.3
CHEVRON 1702 12 AVE / LACEY BLVD	40240	C-Store	34	36	-2	-5.6

Category: Case
Case Name: NR4975 Case 4 - Unbranded -10c
Report: 4

Study Date: 9/24/2018
Market: ALL MP FRESNO 2018

Data Summary - Volumes - C-Store

Case Volumes

Brand Name Address	Outlet No.	Product	Projected (\$,000/mo)	Database (\$,000/mo)	Change	% Change
CHEVRON 2497 10 AVE / FARGO AVE	40241	C-Store	86	88	-2	-2.3
76 527 7 ST / EAST ST	40242	C-Store	49	51	-2	-3.9

Single Site Analysis Site Recommendation / Tactic Form

1. OUTLET NUMBER ADDRESS: 209 HANFORD RD / 11th AV OUTLET NAME:		BRAND SIGN: VALERO	
2. STRATEGY TYPE NEW BUILD: ☒ 1 ALTER OUTLET: ☐ 2 CLOSE OUTLET: ☐ 3		LATITUDE: _____ LONGITUDE: _____	
3. TYPE LOCATION CBD: ☐ 1 CITY STREET: ☒ 2 RURAL ROAD: ☐ 3 SHOPPING CENTER: ☐ 4 SHOPPING MALL: ☐ 5 HYPERMARKET: ☐ 6 INTERSTATE: ☐ 7		4. SITE LOCATION INSIDE: ☐ 1 CORNER: ☐ 2 T-INTERSECTION: ☐ 3 AT LOCATION: ☐ 4 OFF STREET: ☐ 5 (Specify): _____	
5. TYPE OPERATION LESSEE DEALER: ☐ 1 COMPANY: ☐ 2 JOBBER: ☐ 3 INDEPENDENT DEALER: ☒ 4 COMPANY OWNED/FRANCHISEE OPERATED: ☐ 5 DEALER OWNED/FRANCHISEE OPERATED: ☐ 6 CLOSED: ☐ 7 UNDER CONSTRUCTION: ☐ 8		6. LOT SIZE 100 FT OR LESS (30 M OR LESS): ☐ 1 101-150 FT (31-45 M): ☐ 2 151-200 FT (46-60 M): ☒ 3 201-250 FT (61-75 M): ☐ 4 251-300 FT (76-90 M): ☐ 5 OVER 300 FT (OVER 90 M): ☐ 6	
7. OUTLET LANDSCAPING: NONE ☐ 1, MINIMAL ☒ 2, SIGNIFICANT ☐ 3 PHYSICAL DAMAGE: ☐ 1, EXCESS TRASH: ☐ 2, BAD PAINT: ☐ 3, OIL STAINS/BAD PAVEMENT: ☐ 4		8. TRAFFIC PRIMARY STREET: 8,000 SECONDARY STREET: 1,000 INTERSTATE PROXIMITY: ☐ 1, LOW/SMALL SIGNS: ☒ 2, HI-RISE SIGN: ☐ 3	
9. PUMPS PETROL/GASOLINE: ☐ 1, ATTENDANT SERVICE: ☐ 2, SELF SERVICE: ☒ 3, DIESEL: ☐ 4		10. FUELING POSITIONS MON-FRI: 12, SAT: 4, SUN: 4	
11. PUMP PRICES 100% GAS: ☐ 1, E15: ☐ 2, E10 E15: ☐ 3, E10 E85: ☐ 4, E15 E85: ☐ 5, E10 15 85: ☐ 6, 4+E: ☐ 7, 100%+E: ☐ 8, COMPANY CREDIT CARDS: ☒ 9		12. FORECOURT PUMP ISLANDS: ☒ 1, BYPASS LANES (0-9): ☐ 2, HAS CANOPY: ☐ 3, MPD PUMPS: ☐ 4, LINEAR: ☐ 5, PARALLEL: ☐ 6, PERPENDICULAR: ☐ 7, FUELING POSITION PENALTY: ☐ 8	
13. HOURS OPEN MON-FRI: 24, SAT: 24, SUN: 24, AVG DISC: 10		14. CONVENIENCE STORE STORE NAME: DMY MARKET BUILDING SIZE IN SQ FT (SQ M): 1,000 (93) C-STORE PRODUCTS: BEER, XL FRESH FOOD OFFER, FRESH BAKERY ITEMS	
15. QUICK SERVICE RESTAURANT CHAIN NAME: DELTACORVEA		16. CAR WASH SHORT TUNNEL: ☐ 1, LONG TUNNEL: ☐ 2, IN BAY: ☐ 3	
17. AVERAGE SALES ESTIMATE PETROL/GASOLINE: \$_____, DIESEL: \$_____, NO. OF CAR WASHES: _____, C-STORE: \$_____, QSR: \$_____		18. Describe changes at competitive outlets that you feel will result if the tactic is implemented at this site.	
19. Specify demographic changes planned for the area around the site. Attach another sheet if needed.		20. Competitive Reaction OUTLET NUMBER: _____, COMPETITIVE REACTION: _____	

Photos

COMPETITOR OUTLET ANALYSIS

Outlet ID: 11005
Address: 1775 GLENDALE AVE / W / 12 AVE
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

DLR FRANCHISE

Distance from Subject Site: 1.12 miles
Site Direction: S

Type Location: INTERSTATE
Site Location: INSIDE
Lot Front: 201 - 250 FT
Lot Depth: 151 - 200 FT

HOURS
Hours M-F: 24
Hours Sat: 24
Hours Sun: 24

FUEL
Gasoline Brand: ARCO
MPDs? YES
Pump Islands: 4
Bypass Lanes: 5
Pump Island Relationship: PARALLEL

CONVENIENCE STORE
C-Store Brand: AMPM
Building Size: 3001-4000 SQ FT
Parking Spaces: 14
Cooler Doors: 17
Inside Appearance: ABOVE AVERAGE

Fueling Position Penalty?: NO
Self Pumps: 8
Self Fueling Positions: 16
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 2
Diesel Fueling Positions: 4

CAR WASH
Car Wash Brand: HANFORD AUTO
Short Tunnel? NO
Long Tunnel? YES
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT	APPEARANCE
QSR Brand:	Canopy? YES
Blockage?	Landscaping: MINIMAL
Low/Small Signs?	Physical Damage? NO
Hi-Rise Signs?	Excess Trash? NO
ACCESSIBILITY	Bad Paint? NO
I-State Proximity: > 0.1 to 0.2 MILES	Oil Stain/Bad Pavement? NO
Curb Cuts: 2	Auto Repair Bays: 0
	Brand Street Signs: 2



COMPETITOR OUTLET ANALYSIS

Outlet ID: 11006
Address: 12 AVE / HANFORD ARMONA RD
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-06-18

JOBBER

Distance from Subject Site: 0.93 miles
Site Direction: NE

Type Location: INTERSTATE
Site Location: CORNER
Lot Front: 151 - 200 FT
Lot Depth: 151 - 200 FT

HOURS
Hours M-F: 24
Hours Sat: 24
Hours Sun: 24

FUEL
Gasoline Brand: CHEVRON
MPDs? YES
Pump Islands: 3
Bypass Lanes: 4
Pump Island Relationship: PARALLEL

CONVENIENCE STORE
C-Store Brand: CHEVRON
Building Size: 2201 - 3000 SQ FT
Parking Spaces: 7
Cooler Doors: 27
Inside Appearance: ABOVE AVERAGE

Fueling Position Penalty?: NO
Self Pumps: 6
Self Fueling Positions: 12
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 2
Diesel Fueling Positions: 4

CAR WASH
Car Wash Brand: CHEVRON
Short Tunnel? YES
Long Tunnel? NO
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT		APPEARANCE	
QSR Brand:	CHEVRON	Canopy?	YES
VISIBILITY		Landscaping:	MINIMAL
Blockage?	NO	Physical Damage?	NO
Low/Small Signs?	YES	Excess Trash?	NO
Hi-Rise Signs?	NO	Bad Paint?	YES
ACCESSIBILITY		Oil Stain/Bad Pavement?	YES
I-State Proximity: 0.2 to 0.3 MILES		Auto Repair Bays:	0
Curb Cuts: 2		Brand Street Signs:	2



COMPETITOR OUTLET ANALYSIS

Outlet ID: 21611
Address: 600 IRWIN ST / PORTER ST
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

IND DEALER

Distance from Subject Site: 1.33 miles
Site Direction: NW

Type Location: CITY STR
Site Location: T-INTERSECTION
Lot Front: 151 - 200 FT
Lot Depth: 101 - 150 FT

HOURS
Hours M-F: 18
Hours Sat: 18
Hours Sun: 18

FUEL
Gasoline Brand: PATRIOT
MPDs? YES
Pump Islands: 1
Bypass Lanes: 1
Pump Island Relationship: LINEAR
Fueling Position Penalty?: NO
Self Pumps: 2
Self Fueling Positions: 4
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 0
Diesel Fueling Positions: 0

CONVENIENCE STORE
C-Store Brand: C A PLAZA
Building Size: 2201 - 3000 SQ FT
Parking Spaces: 4
Cooler Doors: 25
Inside Appearance: BELOW AVERAGE
Cold Beer? YES
XL Fresh Food? NO
Fresh Bakery? NO

CAR WASH
Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT	APPEARANCE
QSR Brand:	Canopy? YES
Blockage?	Landscaping: MINIMAL
Low/Small Signs?	Physical Damage? NO
Hi-Rise Signs?	Excess Trash? NO
ACCESSIBILITY	Bad Paint? NO
I-State Proximity:	Oil Stain/Bad Pavement? YES
Curb Cuts:	Auto Repair Bays: 0
	Brand Street Signs: 1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 21612
Address: 502 IRWIN ST / CENTER ST
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

IND DEALER

Distance from Subject Site: 1.26 miles
Site Direction: NW

Type Location: CITY STR
Site Location: CORNER
Lot Front: 101 - 150 FT
Lot Depth: 101 - 150 FT

HOURS
Hours M-F: 16
Hours Sat: 16
Hours Sun: 16

FUEL
Gasoline Brand: STAR MART
MPDs? YES
Pump Islands: 2
Bypass Lanes: 1
Pump Island Relationship: PARALLEL
Fueling Position Penalty?: NO
Self Pumps: 2
Self Fueling Positions: 4
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 1
Diesel Fueling Positions: 2

CONVENIENCE STORE
C-Store Brand: STAR MART
Building Size: 1601 - 2200 SQ FT
Parking Spaces: 7
Cooler Doors: 22
Inside Appearance: AVERAGE
Cold Beer? YES
XL Fresh Food? NO
Fresh Bakery? NO

CAR WASH
Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT	APPEARANCE
QSR Brand:	Canopy? YES
Blockage?	Landscaping: MINIMAL
Low/Small Signs?	Physical Damage? NO
Hi-Rise Signs?	Excess Trash? NO
ACCESSIBILITY	Bad Paint? YES
I-State Proximity:	Oil Stain/Bad Pavement? YES
Curb Cuts:	Auto Repair Bays: 0
	Brand Street Signs: 1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40226
Address: 711 LACEY BLVD / 10 AVE
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

IND DEALER

Distance from Subject Site: 1.47 miles
Site Direction: SE

Type Location: INTERSTATE
Site Location: CORNER
Lot Front: 151 - 200 FT
Lot Depth: 101 - 150 FT

HOURS
Hours M-F: 24
Hours Sat: 24
Hours Sun: 24

FUEL
Gasoline Brand: SINCLAIR
MPDs? YES
Pump Islands: 2
Bypass Lanes: 2
Pump Island Relationship: PERPENDICULAR

CONVENIENCE STORE
C-Store Brand: DINO MART
Building Size: 1001 - 1600 SQ FT
Parking Spaces: 2
Cooler Doors: 22
Inside Appearance: AVERAGE

Appearance: YES
Cold Beer? NO
XL Fresh Food? NO
Fresh Bakery? NO

CAR WASH
Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO

Fueling Position Penalty?: NO
Self Pumps: 4
Self Fueling Positions: 8
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 2
Diesel Fueling Positions: 4



QUICK SERVICE RESTAURANT	APPEARANCE
QSR Brand:	Canopy? YES
Blockage?	Landscaping: MINIMAL
Low/Small Signs?	Physical Damage? NO
Hi-Rise Signs?	Excess Trash? NO
ACCESSIBILITY	Bad Paint? NO
I-State Proximity: > 0.1 to 0.2 MILES	Oil Stain/Bad Pavement? NO
Curb Cuts: 3	Auto Repair Bays: 0
	Brand Street Signs: 1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40227
Address: 777 10 AVE / MYRTLE ST
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

IND DEALER

Type Location: CITY STR
Site Location: CORNER
Lot Front: 101 - 150 FT
Lot Depth: 100 FT OR LESS

Distance from Subject Site: 1.73 miles
Site Direction: SE

HOURS

Hours M-F: 19
Hours Sat: 19
Hours Sun: 19

CONVENIENCE STORE

C-Store Brand: HANFORD GAS
Building Size: 1601 - 2200 SQ FT
Parking Spaces: 5
Cooler Doors: 25

FUEL

Gasoline Brand: HANFORD GAS
MPDs? YES
Pump Islands: 1
Bypass Lanes: 1
Pump Island Relationship: LINEAR

AVERAGE

Fueling Position Penalty?: NO
Self Pumps: 2
Self Fueling Positions: 4
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 0
Diesel Fueling Positions: 0

Appearance:
Cold Beer? YES
XL Fresh Food? NO
Fresh Bakery? NO

CAR WASH

Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT

QSR Brand:

VISIBILITY

Blockage? NO
Low/Small Signs? NO
Hi-Rise Signs? NO

ACCESSIBILITY

I-State Proximity:
Curb Cuts: 2

APPEARANCE

Canopy? NO
Landscaping: MINIMAL
Physical Damage? NO
Excess Trash? NO
Bad Paint? NO
Oil Stain/Bad Pavement? YES
Auto Repair Bays: 0
Brand Street Signs: 1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40234
Address: 395 11 AVE / LACEY BLVD
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

COMPANY

Distance from Subject Site: 1.01 miles
Site Direction: SE

Type Location: CITY STR
Site Location: CORNER
Lot Front: 101 - 150 FT
Lot Depth: 101 - 150 FT

HOURS

Hours M-F: 24
Hours Sat: 24
Hours Sun: 24

CONVENIENCE STORE

C-Store Brand: 7-ELEVEN
Building Size: 2201 - 3000 SQ FT
Parking Spaces: 6
Cooler Doors: 22
Inside Appearance: AVERAGE

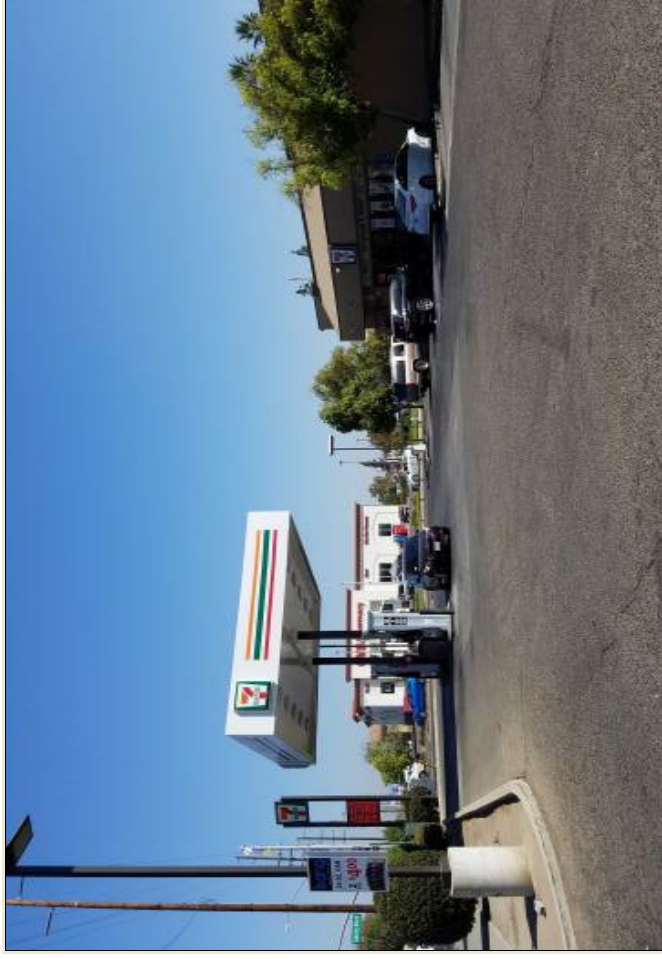
FUEL

Gasoline Brand: 7-ELEVEN
MPDs? YES
Pump Islands: 1
Bypass Lanes: 1
Pump Island Relationship: LINEAR

Fueling Position Penalty?: NO
Self Pumps: 2
Self Fueling Positions: 4
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 0
Diesel Fueling Positions: 0

CAR WASH

Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT		APPEARANCE	
QSR Brand:	7-ELEVEN	Canopy?	YES
VISIBILITY		Landscaping:	MINIMAL
Blockage?	NO	Physical Damage?	NO
Low/Small Signs?	NO	Excess Trash?	NO
Hi-Rise Signs?	NO	Bad Paint?	NO
ACCESSIBILITY		Oil Stain/Bad Pavement?	YES
I-State Proximity:		Auto Repair Bays:	0
Curb Cuts:		Brand Street Signs:	1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40235
Address: 620 11 AVE / 7 ST
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

IND DEALER

Distance from Subject Site: 0.85 miles
Site Direction: NE

Type Location: INTERSTATE
Site Location: CORNER
Lot Front: 101 - 150 FT
Lot Depth: 100 FT OR LESS

HOURS
Hours M-F: 18
Hours Sat: 18
Hours Sun: 18

FUEL
Gasoline Brand: UNBRAND
MPDs? YES
Pump Islands: 2
Bypass Lanes: 1
Pump Island Relationship: PARALLEL

CONVENIENCE STORE
C-Store Brand: UNBRAND
Building Size: 1601 - 2200 SQ FT
Parking Spaces: 5
Cooler Doors: 24
Inside Appearance: AVERAGE

Fueling Position Penalty?: NO
Self Pumps: 4
Self Fueling Positions: 8
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 1
Diesel Fueling Positions: 2

CAR WASH
Car Wash Brand:
Short Tunnel?
Long Tunnel?
Warehouse/InBay?



QUICK SERVICE RESTAURANT	APPEARANCE
QSR Brand:	Canopy? YES
Blockage?	Landscaping: MINIMAL
Low/Small Signs?	Physical Damage? NO
Hi-Rise Signs?	Excess Trash? NO
ACCESSIBILITY	Bad Paint? NO
I-State Proximity: 0.2 to 0.3 MILES	Oil Stain/Bad Pavement? YES
Curb Cuts: 2	Auto Repair Bays: 0
	Brand Street Signs: 0



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40236
Address: 627 11 AVE / 7 ST
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

IND DEALER

Distance from Subject Site: 0.82 miles
Site Direction: SE

HOURS
Hours M-F: 24
Hours Sat: 24
Hours Sun: 24

CONVENIENCE STORE
C-Store Brand: STAR MART
Building Size: 2201 - 3000 SQ FT
Parking Spaces: 8
Cooler Doors: 22

Inside Appearance: AVERAGE
Cold Beer? YES
XL Fresh Food? NO
Fresh Bakery? NO

CAR WASH
Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO

Type Location: INTERSTATE
Site Location: CORNER
Lot Front: 101 - 150 FT
Lot Depth: 151 - 200 FT

FUEL
Gasoline Brand: BUFORD STAR
MPDs? YES
Pump Islands: 4
Bypass Lanes: 1

Pump Island Relationship: PARALLEL
Fueling Position Penalty?: NO
Self Pumps: 4
Self Fueling Positions: 8
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 2
Diesel Fueling Positions: 4



QUICK SERVICE RESTAURANT		APPEARANCE	
QSR Brand:	BUFORD STAR	Canopy?	YES
VISIBILITY		Landscaping:	MINIMAL
Blockage?	NO	Physical Damage?	NO
Low/Small Signs?	NO	Excess Trash?	NO
Hi-Rise Signs?	NO	Bad Paint?	NO
ACCESSIBILITY		Oil Stain/Bad Pavement?	NO
I-State Proximity: > 0.1 to 0.2 MILES		Auto Repair Bays:	0
Curb Cuts: 2		Brand Street Signs:	1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40237
Address: 398 11 AVE / CADILLAC LN
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-06-18

IND DEALER

Distance from Subject Site: 0.47 miles
Site Direction: SW

Type Location: INTERSTATE
Site Location: T-INTERSECTION
Lot Front: 101 - 150 FT
Lot Depth: 151 - 200 FT

HOURS
Hours M-F: 22
Hours Sat: 22
Hours Sun: 22

FUEL
Gasoline Brand: CHEVRON
MPDs? YES
Pump Islands: 2
Bypass Lanes: 2
Pump Island Relationship: PERPENDICULAR
Fueling Position Penalty?: NO
Self Pumps: 4
Self Fueling Positions: 8
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 0
Diesel Fueling Positions: 0

CONVENIENCE STORE
C-Store Brand: B & A FOOD M
Building Size: 2201 - 3000 SQ FT
Parking Spaces: 6
Cooler Doors: 21
Inside Appearance: AVERAGE
Cold Beer? YES
XL Fresh Food? YES
Fresh Bakery? YES

APPEARANCE
Canopy? YES
Landscaping: MINIMAL
Physical Damage? NO
Excess Trash? NO
Bad Paint? YES
Oil Stain/Bad Pavement? YES
Auto Repair Bays: 0
Brand Street Signs: 2

QUICK SERVICE RESTAURANT
QSR Brand:
Blockage? NO
Low/Small Signs? NO
Hi-Rise Signs? YES
ACCESSIBILITY
I-State Proximity: <= 0.1 MILES
Curb Cuts: 4



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40238
Address: 10915 HANFORD ARMONA RD / JONES ST
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-06-18

IND DEALER

Distance from Subject Site: 0.17 miles
Site Direction: SW

Type Location: CITY STR
Site Location: T-INTERSECTION
Lot Front: 101 - 150 FT
Lot Depth: 101 - 150 FT

HOURS
Hours M-F: 18
Hours Sat: 18
Hours Sun: 18

FUEL
Gasoline Brand: STOP ZONE
MPDs? YES
Pump Islands: 2
Bypass Lanes: 1
Pump Island Relationship: PARALLEL

CONVENIENCE STORE
C-Store Brand: STOP ZONE
Building Size: 1601 - 2200 SQ FT
Parking Spaces: 8
Cooler Doors: 23
Inside Appearance: AVERAGE

Fueling Position Penalty?: NO
Self Pumps: 3
Self Fueling Positions: 6
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 0
Diesel Fueling Positions: 0

CAR WASH
Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT	APPEARANCE
QSR Brand:	Canopy? NO
Blockage?	Landscaping: NO LANDSCAPING
Low/Small Signs?	Physical Damage? NO
Hi-Rise Signs?	Excess Trash? NO
ACCESSIBILITY	Bad Paint? YES
I-State Proximity:	Oil Stain/Bad Pavement? YES
Curb Cuts:	Auto Repair Bays: 0
	Brand Street Signs: 1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40239
Address: 1665 HANFORD ARMONA RD / 12 AVE
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-06-18

COMPANY

Distance from Subject Site: 0.93 miles
Site Direction: SE

Type Location: INTERSTATE
Site Location: CORNER
Lot Front: 101 - 150 FT
Lot Depth: 101 - 150 FT

HOURS

Hours M-F: 24
Hours Sat: 24
Hours Sun: 24

CONVENIENCE STORE

C-Store Brand: CIRCLE K
Building Size: 2201 - 3000 SQ FT
Parking Spaces: 7
Cooler Doors: 23
Inside

FUEL

Gasoline Brand: CIRCLE K
MPDs? YES
Pump Islands: 2
Bypass Lanes: 1
Pump Island Relationship: PARALLEL

Appearance: ABOVE AVERAGE
Cold Beer? YES
XL Fresh Food? YES
Fresh Bakery? YES

Fueling Position Penalty?: NO
Self Pumps: 2
Self Fueling Positions: 4
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 0
Diesel Fueling Positions: 0

CAR WASH
Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT		APPEARANCE	
QSR Brand:		Canopy?	YES
VISIBILITY		Landscaping:	MINIMAL
Blockage?	NO	Physical Damage?	NO
Low/Small Signs?	NO	Excess Trash?	NO
Hi-Rise Signs?	NO	Bad Paint?	YES
ACCESSIBILITY		Oil Stain/Bad Pavement?	YES
I-State Proximity: 0.2 to 0.3 MILES		Auto Repair Bays:	0
Curb Cuts: 2		Brand Street Signs:	1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40240
Address: 1702 12 AVE / LACEY BLVD
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

JOBBER

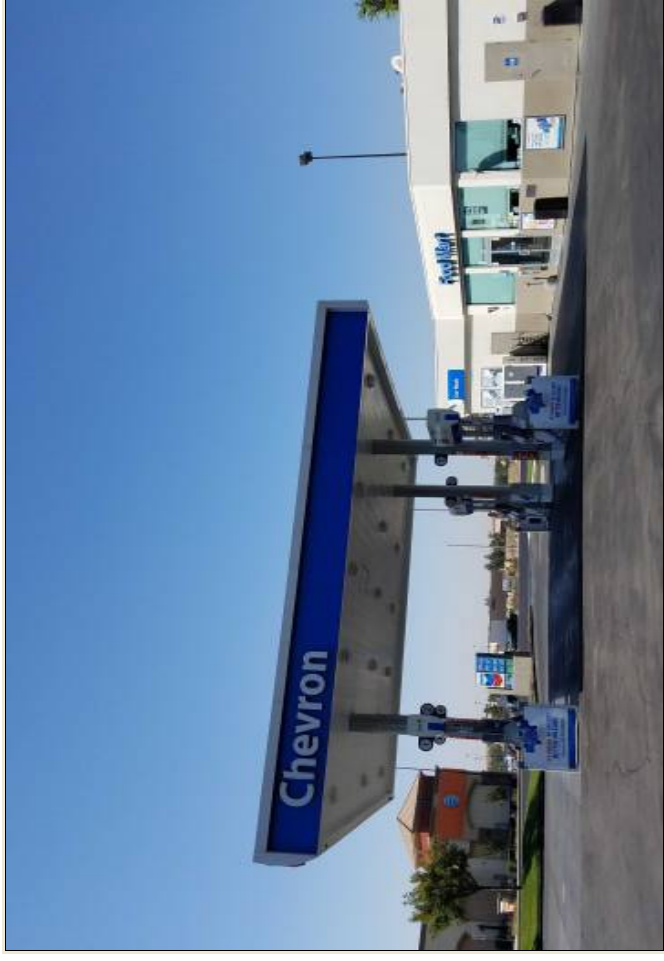
Distance from Subject Site: 1.42 miles
Site Direction: NW

Hours
Hours M-F: 24
Hours Sat: 24
Hours Sun: 24

CONVENIENCE STORE
C-Store Brand: CHEVRON
Building Size: 600 - 1000 SQ FT
Parking Spaces: 2
Cooler Doors: 13
Inside Appearance: AVERAGE
Cold Beer? YES
XL Fresh Food? NO
Fresh Bakery? NO

FUEL
Gasoline Brand: CHEVRON
MPDs? YES
Pump Islands: 2
Bypass Lanes: 2
Pump Island Relationship: PARALLEL
Fueling Position Penalty?: NO
Self Pumps: 4
Self Fueling Positions: 8
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 2
Diesel Fueling Positions: 4

CAR WASH
Car Wash Brand: CHEVRON
Short Tunnel? YES
Long Tunnel? NO
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT	APPEARANCE
QSR Brand:	Canopy? YES
Blockage?	Landscaping: MINIMAL
Low/Small Signs?	Physical Damage? NO
Hi-Rise Signs?	Excess Trash? NO
ACCESSIBILITY	Bad Paint? NO
I-State Proximity:	Oil Stain/Bad Pavement? YES
Curb Cuts:	Auto Repair Bays: 0
	Brand Street Signs: 1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40242
Address: 527 7 ST / EAST ST
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

IND DEALER

Distance from Subject Site: 1.42 miles
Site Direction: SW

HOURS
Hours M-F: 17
Hours Sat: 17
Hours Sun: 17

CONVENIENCE STORE
C-Store Brand: 76
Building Size: 600 - 1000 SQ FT
Parking Spaces: 2
Cooler Doors: 12

Inside Appearance: AVERAGE
Cold Beer? YES
XL Fresh Food? NO
Fresh Bakery? NO

CAR WASH
Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO

Type Location: INTERSTATE
Site Location: T-INTERSECTION
Lot Front: 101 - 150 FT
Lot Depth: 101 - 150 FT

FUEL
Gasoline Brand: 76
MPDs? YES
Pump Islands: 2
Bypass Lanes: 3

Pump Island Relationship: PARALLEL
Fueling Position Penalty?: NO
Self Pumps: 4
Self Fueling Positions: 8
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 2
Diesel Fueling Positions: 4



QUICK SERVICE RESTAURANT	APPEARANCE
QSR Brand:	Canopy? YES
Blockage?	Landscaping: MINIMAL
Low/Small Signs?	Physical Damage? NO
Hi-Rise Signs?	Excess Trash? NO
ACCESSIBILITY	Bad Paint? NO
I-State Proximity: 0.2 to 0.3 MILES	Oil Stain/Bad Pavement? NO
Curb Cuts: 3	Auto Repair Bays: 0
	Brand Street Signs: 1



COMPETITOR OUTLET ANALYSIS

Outlet ID: 40243
Address: 1201 LACEY BLVD / CAMPUS DR
Suburb: HANFORD
State: CA
Market: FRESNO
Study Date: 09-08-18

IND DEALER

Distance from Subject Site: 1.09 miles
Site Direction: SW

Type Location: CITY STR
Site Location: CORNER
Lot Front: 151 - 200 FT
Lot Depth: 151 - 200 FT

HOURS
Hours M-F: 17
Hours Sat: 17
Hours Sun: 17

FUEL
Gasoline Brand: VALERO
MPDs? YES
Pump Islands: 2
Bypass Lanes: 1
Pump Island Relationship: PARALLEL

CONVENIENCE STORE
C-Store Brand: KING GAS
Building Size: 2201 - 3000 SQ FT
Parking Spaces: 11
Cooler Doors: 23
Inside Appearance: AVERAGE

Fueling Position Penalty?: NO
Self Pumps: 4
Self Fueling Positions: 8
Attend Pumps: 0
Attend Fueling Positions: 0
Diesel Pumps: 0
Diesel Fueling Positions: 0

CAR WASH
Car Wash Brand:
Short Tunnel? NO
Long Tunnel? NO
Warehouse/InBay? NO



QUICK SERVICE RESTAURANT		APPEARANCE	
QSR Brand:	KING GAS	Canopy?	YES
VISIBILITY		Landscaping:	MINIMAL
Blockage?	NO	Physical Damage?	NO
Low/Small Signs?	NO	Excess Trash?	NO
Hi-Rise Signs?	NO	Bad Paint?	NO
ACCESSIBILITY		Oil Stain/Bad Pavement?	YES
I-State Proximity:	2	Auto Repair Bays:	0
Curb Cuts:	2	Brand Street Signs:	1

