

PAGE REFERENCE

1 / 4	INTRODUCTION	THE SMART BUILDERS GUIDE TO GAS STATION CONSTRUCTION
2 / 4	THINGS TO CONSIDER	BUSINESS PLAN / FRANCHISE / LOCATION, SIZE & TRAFFIC / BUILDING COSTS
3 / 4		INTERNAL POS SYSTEM / LAWS & PERMITTING / THE CONVENIENCE STORE FLOOR PLAN & AISLE LAYOUTS / PRODUCT, DISPLAYS & CHECKOUT COUNTERS
4 / 4	FIVE PROOF OF CONCEPTS PROJECTS	DEER VALLEY CO-OP, LEDUC A.B / SHELL, DUNCAN B.C. / STONEBRIDGE CO-OP ESSO BAR WITH TIM HORTONS / ANTHONY HENDAY HUSKY MARKET

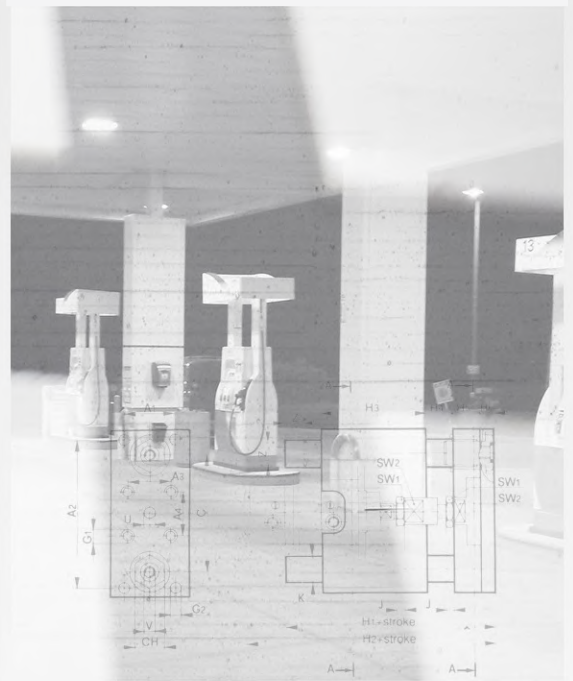
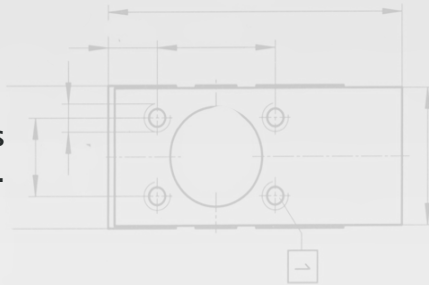
INTRODUCTION

The Smart Builder's Guide to Gas Station Construction

At CORMODE & DICKSON, our focus is on building value from the ground up. We offer you our extensive experience, resourcefulness, and expertise throughout every phase of gas station construction. Between the typical profit margin of 710 cents per litre, and convenience store revenue, gas stations make good investments. But knowing where to begin takes considerable research and planning, so securing Cormode & Dickson's help from day one will get you started with minimal stress and maximum expertise.

As gas station construction professionals, we provide superior value, design, and development from inception to completion. Building gas stations across Canada, Cormode & Dickson doesn't just build for you, we partner with you to offer our expertise right from the start. Our services including assisting with business plan development, securing an optimal location, deciding on a franchise, selecting a gas station and store size and design, controlling construction costs, and managing the overall process to reduce your workload and subsequent stress. We want to make building a gas station an easy and enjoyable experience for you, so we make every effort to streamline the process.

Building futures together.



From cardlock facilities to traditional gas bars to convenience stores and car washes, Cormode & Dickson is your Alberta gas station construction professional. Our experience in Alberta ranges from demolition and remediation to brand new builds and makes us uniquely suited to manage and construct your gas station project.

CARDLOCK FACILITIES / GAS BARS / CONVENIENCE STORES / CAR WASHES

INTERESTED IN STARTING YOUR PROJECT? GET A **FREE** QUOTE TODAY!

michaeljd@cormode.com | (780) 405-5603 | cormode.com

HERE'S 10 TOPICS TO CONSIDER BEFORE EMBARKING ON YOUR ENDEAVOUR.

Committed to building long-term relationships.



BUSINESS PLAN

Establishing a comprehensive business plan is the first and most important step to building your own gas station. Researching & writing your business plan aids you in establishing a budget with approximate income and expenses; determining your location, size, and design; deciding on the best franchising opportunity; planning for traffic and flow; estimating construction costs, and planning your legal, financial, and permitting process. Cormode & Dickson assists you in creating a feasible business plan that will not only secure financing, but also create a detailed map of your project's needs and expectations.

FRANCHISE

A franchise agreement allows you to use the trademark, products, and business models of a larger, parent company. For example, if you entered into a franchise agreement with Husky, you would basically own a Husky station. As a franchisee, you have to pay royalties to the parent company, which is percentage of sales or a monthly fee. Most gas stations in Alberta are franchises, but you will need to research and decide on what franchise would suit your needs, have a lawyer review the contracts and the franchise agreement. Cormode & Dickson can guide you through this process.

BUILDING COSTS

Every choice you make ultimately impacts your building costs. To help you set a budget and to stay within it, we will guide you throughout this process. Estimated construction costs are dependent upon your location, size, layout, and amenities. Your budget plan should include real estate costs (land purchase, building and/or demolition costs); approximate legal costs, insurance and permitting; start up funds; marketing and signage costs; gasoline supply and convenience store inventory costs; and operational costs like salaries, utilities, and your POS system.

LOCATION, SIZE & TRAFFIC

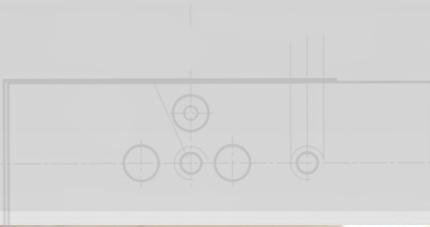
Since most customers choose gas stations based on convenient locations, on a major route with easy accessibility, you'll need to spend a considerable amount of time selecting the best location for you gas station. Figuring out how traffic impacts access and how location affects size are key components. Cormode & Dickson will help you acquire a local market and competition analysis that illustrates where your competitors are located and helps you decide how you will differentiate your business from others in the area. Location also impacts the size (and cost) of your gas station, so you'll need to have a clear vision of what you want to include (e.g. car wash, number of gas bars, connecting fast food vendors).

INTERNAL POS SYSTEM

Your gas station point of sale system helps you increase profits by managing shrinkage, controlling inventory, ordering stock and integrating your gas pump. Offering a POS system that processes your customers quickly will ensure that they return for quick, convenient purchases in the future. You can also select a system that schedules pump overrides, sets up pay at the pump, and authorizes pumps after receiving prepayment. Many POS systems also offer video surveillance integration.

Delivering quality without compromise.

1 2 3 4 **5**



Together we are stronger.



LAWS AND PERMITTING

As experts in gas station construction, we are intimately familiar with Alberta’s construction laws and permitting requirements. To keep the process free from delays, Cormode & Dickson will stay on top of permit applications to ensure minimal delays and no legal issues.

CONVENIENCE STORE

With margins on gas stations being almost exactly the same across the board, the real profit stems from the convenience store, which makes every aspect of your store an integral component of the business.

FLOOR PLAN

The foundation of your store, your gas station’s convenience store floor plan provides structure, organization, flow, and aesthetic appeal. Our team will work with you to design the optimal store layout to suit your gas station’s budget and profitability. Each floor plan offers different strengths, so we help you establish your plan based on your business goals. A straight floor plan provides efficiency and quickness which are essential for quick in and out visits. Angle floor plans aren’t as efficient and have more empty space, but they create a nice flow, prominently featuring a smaller line of products. A mixed floor plan incorporates aspect of both straight and angle floor plans, lending a flexible, personalized aesthetic.

AISLE LAYOUTS

The way you layout your product aisles determines how your customers move about the store. For maximum benefit to your patrons, ensure that your aisles are at least 4 feet wide. The three most popular aisle layouts are the grid, the loop, and freeflow. Our team will help you decide which layout works best for your store. A grid layout offers efficiency, allowing customers to get what they need with ease and quickness; a loop layout ensures your customers see all of your product offerings; and a freeflow encourages your customers to browse.

PRODUCT, DISPLAYS AND CHECKOUT COUNTER

Buyer psychology is actually influenced by your checkout counter. Combined with your POS system, the checkout counter determines whether or not your customers come back. Our team will work with you to research and customize your store, from finishes to product selections, to suit your business goals.



Defining excellence when it matters most!

6 7 8 9 10

FIVE PROOF OF CONCEPT PROJECTS



DEER VALLEY CO-OP

LEDUC, AB. A winter construction project, the Deer Valley Co-op includes a gas bar, convenience store, and automatic car wash where a significant portion of the construction work was carried out in below 20°C temperatures. The 1,800 square foot twin bay touchless carwash is concrete block, spectra glaze block, & precast construction with a brick cavity wall exterior. Structural steel and steel stud frame with brick and stucco veneer finishes the 2,000 square foot convenience store. A 2,400 square foot five island gas bar, complete with canopy, is serviced by three 100,000 litre below grade tanks.

SHELL GAS STATION

DUNCAN, BC. The Shell project in Duncan consisted of constructing a new 2,000 square foot convenience store with a stone masonry and stucco exterior, and a metal roof. The gas bar portion has three islands with three gas dispensers and one diesel dispenser, as well as a steel canopy. A complete raze and rebuild project, construction included onsite and offsite works, with the turnover date falling within the client's strict timeline requirements.

STONEBRIDGE CO-OP

SASKATOON, SK. A brick clad, wood structured convenience store, gas bar, and tunnel carwash situated on a 2.75 acre parcel of property on the South side of Saskatoon, we worked with the client from concept through to construction. The forecourt includes 12 pumps and 24 fueling stations, as well as a total of six underground storage tanks and an oilwater separator. The convenience store is over 3,000 square feet & the tunnel wash is 136 feet long, including pads.

ESSO GAS BAR WITH TIM HORTONS

SURREY, BC. A combination convenience store and Tim Hortons coffee shop with drivethru, this 3,200 square foot gas bar includes a sixisland canopy. We assisted our client with this project from design to demolition to new construction and the site's environmental remediation.

ANTHONY HENDAY HUSKY MARKET

EDMONTON, AB. We partnered with our client on the development, design and construction of this "Husky Market." The project scope included a 2,400 square foot convenience store, a six island gas bar with a canopy, and 1,200 square foot touchless car wash. A wood frame building, the exterior consists of acrylic stucco & upgraded slate veneer with aluminum fascia.

CONTACT MICHAEL DOWSE | michaeljd@cormode.com or (780) 405-5603

CONCLUSION

Embarking on a gas station build is no easy task to go at alone. And while there are many gas station construction companies to choose from, you won't find the dedication, knowledge and care that Cormode & Dickson brings to the table. We will assist you from the business plan through to the construction phase. Our experience and expertise add value to your project throughout the entire process, eliminating stress from start to finish. As your gas station constructor, Cormode & Dickson partners with you to provide the most value throughout our working relationship.

Do you have a Gas Station construction project that you want to get off the ground, but you don't know what the next steps are? Cormode & Dickson specializes in taking your project, whether it's modular or conventional, and bringing it from conception to completion!