



## Business Support

### THE RIGHT SITE

Whether you are looking for your first site or your tenth, Circle K's Real Estate, Engineering and Construction Departments can offer a variety of services that can facilitate the process of selecting and building your store.

### REAL ESTATE

#### Market Entry Analysis

- Market entry analysis per specific client/market requirement criteria

### ENGINEERING

#### Site Development

- Provide templates and standards for building design, signage and site layout, plus review and comment on proposed site layouts
- Provide a recommended list of architectural firms and project management firms
- Provide standard site development and estimated construction budget costs (does not include all site specific situations)
- Provide a list of general contractors and vendors

#### Project Management

- Provide standard construction specifications and project checklist
- Conduct periodic site inspections

### OPERATIONAL SUPPORT SYSTEMS

Operational Support services are designed to get you up and running smoothly and keep you going day-in and day-out.

#### *New Store Operating Assistance*

Circle K Franchise offers advice to help get your store staffed and stocked and ready for operation.

#### *Business & Marketing Consultants*

Each Franchisee will have ready access to highly trained business and marketing consultants. Working in the field along-side each Franchisee, these individuals provide on-going consultation, guidance and support to help maximize revenue and operating efficiencies.

## OPERATIONS MANUALS

Known as the Business Operating System, each Franchisee will have access to:

- Establishing a Circle K Franchise Guide
- Store Operations Manual
- Human Resources Guide
- Loss Prevention Guide
- Electronic Point-of-Sale Systems Guide
- Grand Opening Guide
- Standards Program Guide
- Web Site Guide

## FRONT & BACK OFFICE SYSTEMS

Today's convenience store represents a demanding environment that must balance the needs of the consumer along with the requirements of the business. We will offer our Franchisees the tools to achieve this balance while revolutionizing the consumer buying experience.