WARRIOR FUEL 2
Designed with Purpose
BUSINESS GOALS

- Increase tax revenues
- Push hard against the competition

This would be our second C store and we wanted it to be better and make a bigger contribution to tribal economics through fuel, cigarette and sales taxes.

Our chief competition is a Murphy's Oil and several Western Refinery stations that are close by. We want to be the market leader and force them to follow us. We compete on price, ease of access and a clean, friendly store.
**Design Goals**

- Customer convenience inside and outside
- Larger store for higher volumes
- Expanded sales opportunities
- Fresh food kitchen
- Drive thru service
- Modern look: high ceilings, bright colors, big windows
- High volume fuel sales
- Minimized environmental risk
STATE OF THE ART FACILITY

- LED lighting: canopy, coolers, store, parking
- Solar option on canopy
- Safest double wall USTs and piping
- Top of the line dispensers
- 30,000 gallon unleaded tank
- Veeder Root 450 equipment for leak detection
- Electronic leak detection
- All digital security camera system
- Removed UST delivery from customer area
**Steps We Followed**

- Feasibility study by MSPI (Market Planning Solutions Inc.)
- Worked closely with our fuel distributor
- Negotiated with two local UST installers
- Worked with Pinu’u from Eight Northern Indian Pueblo Council (ENOETA) for best equipment
- Included tribal DNR in our planning
- Visited newest C Stores in San Antonio & Dallas
- Studied the architectural designs of C stores in Phoenix
- Spent five months on store design and layout to match the store plans to our needs and expectations
COSTS

- Fuel distribution equipment: $460,000
- LED lighting package: $25,000
- Security system: $70,000
30,000 GALLON TANK LAID TO REST
20,000 GALLON TANK GETS COVERED
FIBERGLASS PIPING
AND THEY ARE LONG
Tank pads ready
UNLEADED
Premium & Diesel
CANOPY UP!
Canopy pad ready for concrete
Presto! It’s done.
STUCCO WORK AT THE BACK
Water filters
OUR PUMPS ARRIVE
READY FOR PAVING
VIEW FROM THE HIGHWAY
BRANDED!
READY FOR CUSTOMERS
Our New Store
OUR TEAM
Welcome to Santa Ana
HOT FRESH FOOD
LOOKING ONE WAY...
AND LOOKING THE OTHER WAY
Thank You!

Any Questions?