

"Company Name XYZ"

Business Plan



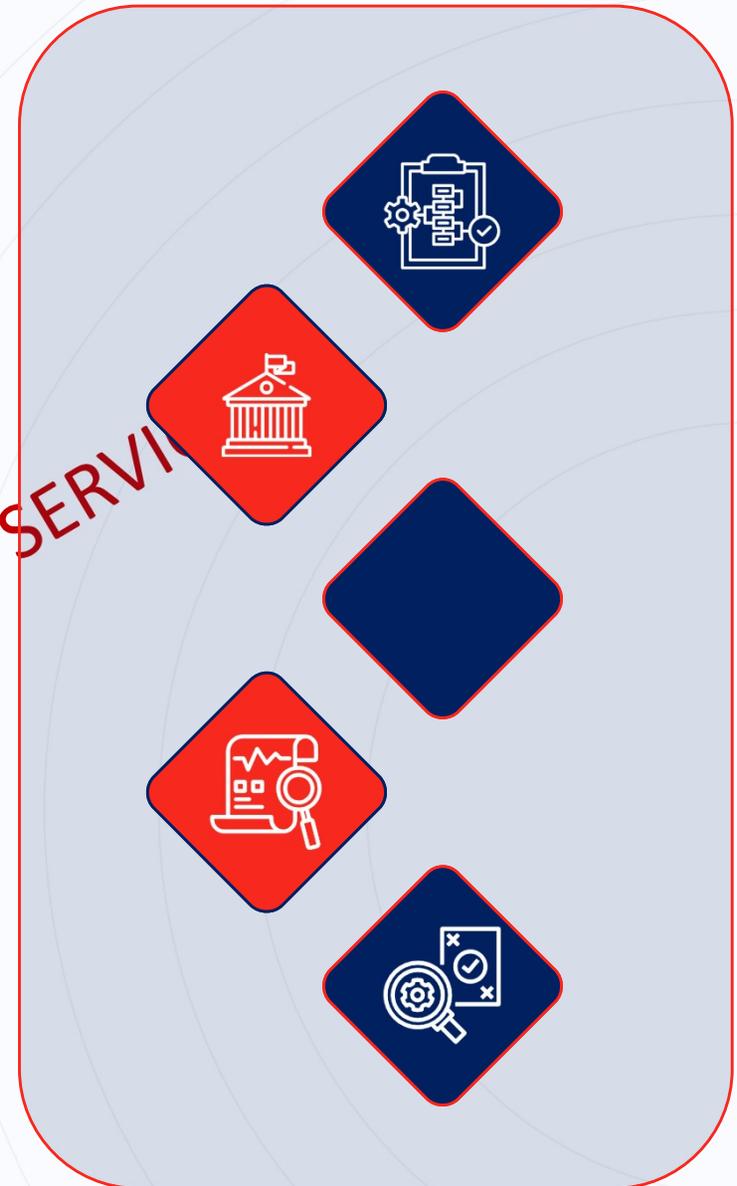
CPA OUTSOURCING

 "Owner Name XYZ"



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Purpose of The Business Plan

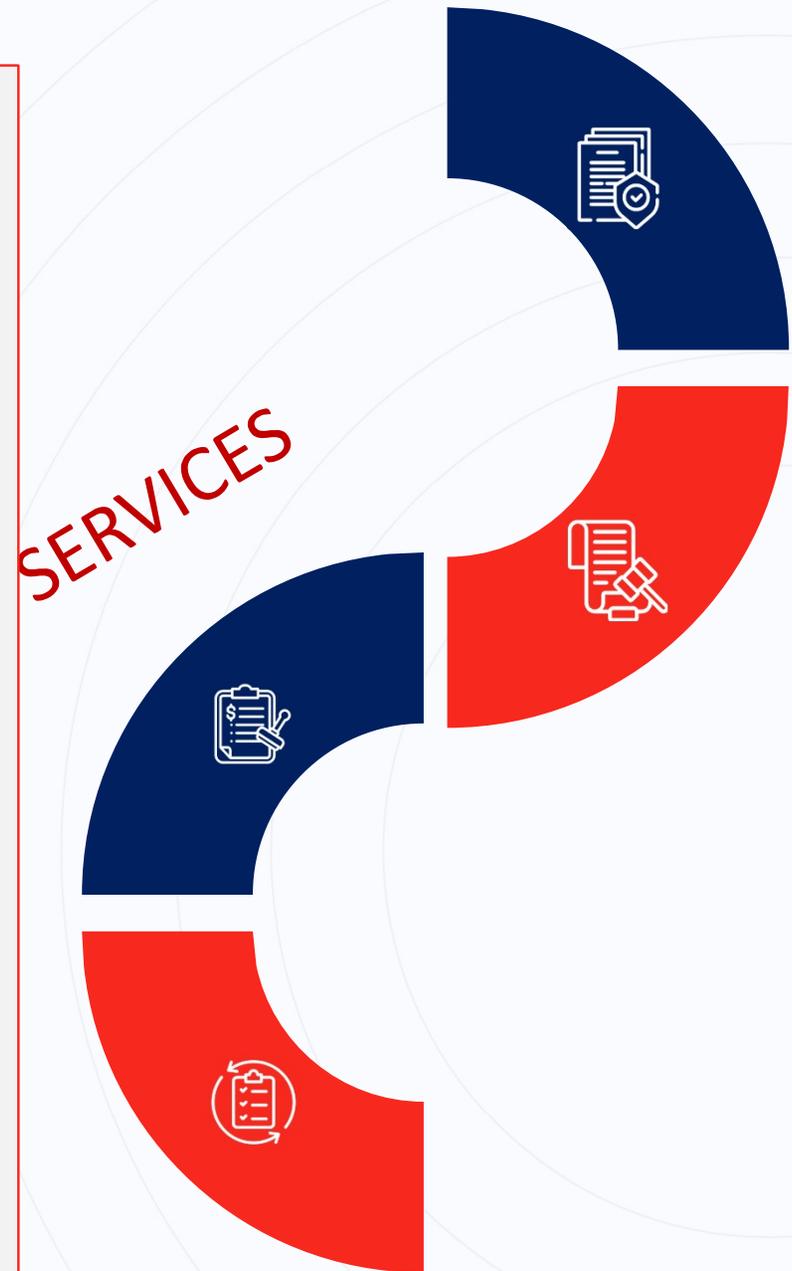
The purpose of this business plan is to provide a detailed, forward-looking, and comprehensive overview of "**Company Name XYZ**" in support of the company's application for E-2 Treaty Investor status. This document demonstrates that "Company Name XYZ" is a real, bona fide, and actively operating commercial enterprise engaged in the sale of Exxon-branded fuel, convenience merchandise, and related services in Taylors, South Carolina.

This business plan outlines the substantial investment made by the E-2 investor and clearly explains how these funds have been committed to the growth, expansion, and operational enhancement of the business. It presents the company's existing performance through verifiable financial data and establishes that "Company Name XYZ" possesses strong market positioning, stable revenue streams, and meaningful potential for expansion.

The plan also describes the company's strategic development roadmap following the anticipated E-2 approval, including essential infrastructure upgrades, store modernization, and the planned introduction of a **Pizza Hut Express Quick Service Restaurant** within the premises. These initiatives are intended to increase customer volume, expand product offerings, and significantly strengthen the company's long-term profitability.

A key objective of this business plan is to demonstrate to the U.S. government that "Company Name XYZ" is **far from a marginal enterprise**. Through financial projections, operational planning, and a structured hiring strategy, the plan highlights the company's capacity to generate substantial economic impact and sustained employment opportunities for U.S. workers. The document confirms that "Company Name XYZ" will create multiple new jobs over the next five years and contribute positively to the economic growth of the Taylors and Lake Robinson community.

In summary, this business plan serves as evidence that "Company Name XYZ" meets all regulatory standards of the E-2 Treaty Investor program: it is a genuine and viable business with committed investment, clear growth potential, and the ability to support the investor and multiple employees while fostering long-term economic development in the region.



Executive Summary

The Market

The U.S. gas station and convenience store industry is entering a period of stable, long-term growth driven by rising mobility, shifting consumer preferences and expanding non-fuel revenue opportunities.

Despite recent challenges including pandemic-related disruptions and fuel price volatility the sector has demonstrated strong resilience, with fuel demand rebounding and operators strengthening operational efficiency. Industry revenue is projected to grow at a CAGR of **0.5% to \$553.2 billion by 2025**, supported by enhanced pricing strategies, improved supply chains and modernized convenience store offerings.

Operators are increasingly focusing on higher-margin categories such as beverages, snacks and prepared foods, while adopting digital innovations like contactless payments and loyalty programs to boost customer engagement.

Strategic acquisitions by major players and the rapid expansion of electric vehicles present significant new growth avenues. With revenue expected to reach **\$595.7 billion by 2030** at a **1.5% CAGR**, the industry offers strong, diversified prospects for new entrants.

Goals

- **Modernize and upgrade the store**, including completing the full interior remodel and improving layout, lighting, restrooms, and branding to enhance the customer experience.
- **Complete essential infrastructure improvements**, specifically installing an independent septic system to ensure long-term operational stability and regulatory compliance.
- **Launch the Pizza Hut Express Quick Service Restaurant** as a new in-store revenue stream, increasing customer traffic, inside sales, and overall profitability.
- **Create new employment opportunities**, expanding the team by hiring additional retail associates, QSR staff, and supervisory roles over the next five years.
- **Strengthen market presence and revenue growth** through expanded product offerings, seasonal lake merchandise, digital marketing, and future integration with delivery platforms such as DoorDash.

Executive Summary

The Management

"Company Name XYZ" is majority-owned and managed by "Owner Name XYZ", who holds a 60% ownership stake in the company and serves as its principal decision-maker. As the E-2 investor, Mr. Popli is responsible for overseeing all strategic and operational aspects of the business, including financial management, supplier negotiations, inventory oversight, staff supervision, and regulatory compliance.

He plays a direct and active role in daily store operations while also leading the company's long-term development initiatives, such as the planned store remodel, septic system separation, and launch of the Pizza Hut Express Quick Service Restaurant. Under Mr. Popli's leadership, "Company Name XYZ" is positioned for sustainable growth, operational efficiency, and increased economic contribution to the Taylors, South Carolina community.

Strengths and Benefits to the Economy

- **Job Creation:** "Company Name XYZ" will create multiple new employment opportunities for U.S. workers, including retail associates, QSR staff, supervisors, and management positions as part of the planned expansion.
- **Local Economic Growth:** Increased customer traffic and higher sales volumes will stimulate economic activity in Taylors, SC, benefiting nearby businesses such as restaurants, suppliers, and service providers.
- **Increased Tax Contributions:** Higher revenue and payroll expansion will generate additional local, state, and federal tax contributions, supporting public services and community development.
- **Strengthened Supply Chain Activity:** The business will expand purchases from U.S.-based suppliers such as fuel distributors, food and beverage companies, and retail wholesalers boosting regional and national supply chains.
- **Community Convenience & Services:** The addition of a Pizza Hut Express and improved store facilities will enhance consumer convenience, provide better dining options, and support the lifestyle needs of the growing Lake Robinson residential community.

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Convenience Store Financial Metrics

Year 1 to Year 5 Performance Analysis

TOTAL REVENUE (YEAR 5)

\$5,100,905

46% growth over 5 years

Revenue CAGR: 9.9%

NET PROFIT AFTER TAX (YEAR 5)

\$503,029

139% growth over 5 years

Profit CAGR: 24.0%

GROSS PROFIT MARGIN

25.8%

Improved profitability

CLOSING CASH (YEAR 5)

\$2,592,258

454% growth over 5 years

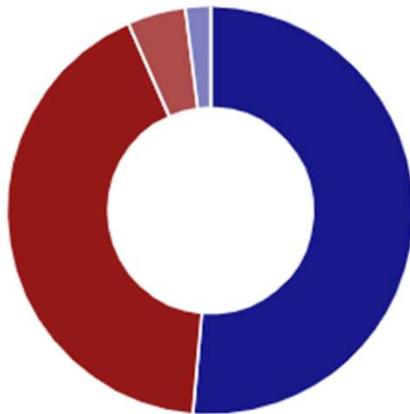
Cash CAGR: 53.0%

EQUITY (YEAR 5)

\$1,226,999

240% growth over 5 years

Revenue Breakdown (Year 5)



- In Store Sales (51.4%)
- Gasoline Sales (42.0%)
- Pizza Hut Express (4.6%)
- Other (2.0%)

Financial Performance Trend



Gasoline Sales

Year 1: 490,000 gallons @ \$3.10

Year 5: 595,598 gallons @ \$3.50

Growth: +22% volume, +13% price

Revenue Share: 42.0% of total

In-Store Sales

Grocery: 93,075 to 113,133 customers

Cigarettes: 38,781 to 47,139 customers

Beer & Wine: 23,269 to 28,283 customers

Revenue Share: 51.4% of total

Convenience Store Financial Metrics

Year 1 to Year 5 Performance Analysis

Financial Performance Summary (Updated)

Financial Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$3,494,843	\$3,957,918	\$4,272,615	\$4,667,953	\$5,100,905
Operating Expenses	\$(2,785,205)	\$(3,087,110)	\$(3,286,568)	\$(3,524,856)	\$(3,782,841)
Gross Profit	\$709,638	\$870,808	\$986,048	\$1,143,097	\$1,318,064
SGA Expenses	\$(295,788)	\$(372,755)	\$(391,734)	\$(411,698)	\$(436,642)
Net Profit (Before Tax)	\$413,850	\$498,053	\$594,314	\$731,399	\$881,422
Taxes	\$(203,422)	\$(244,261)	\$(277,543)	\$(325,640)	\$(378,394)
Net Profit (After Tax)	\$210,428	\$253,791	\$316,770	\$405,759	\$503,029
Gross Profit Margin	20.3%	22.0%	23.1%	24.5%	25.8%
Net Profit Margin	6.0%	6.4%	7.4%	8.7%	9.9%

Revenue Mix Evolution (% of Total Revenue) - Updated

Revenue Category	Year 1	Year 2	Year 3	Year 4	Year 5	Change
In Store Sales	50.7%	49.4%	50.4%	50.9%	51.4%	+0.7%
Gasoline Sales	44.7%	42.7%	42.8%	42.4%	42.0%	-2.7%
Pizza Hut Express	2.4%	5.7%	4.6%	4.6%	4.6%	+2.2%
Lottery Commissions	1.0%	0.9%	0.9%	0.8%	0.8%	-0.2%
Propane Exchange	0.9%	0.9%	0.9%	0.9%	0.9%	0.0%
ATM Commissions	0.4%	0.3%	0.3%	0.3%	0.3%	-0.1%

Market Research

Industry Performance

Gas stations with convenience stores in the United States are positioned for steady, long-term growth, supported by rising mobility, evolving consumer behaviors and expanding service opportunities. Although recent years brought challenges including pandemic-related disruptions and fuel price fluctuations the industry demonstrated remarkable resilience. Fuel demand rebounded strongly as travel resumed, while operators adapted quickly by enhancing supply chain coordination and improving pricing strategies. This adaptability has strengthened the sector's foundation, contributing to projected revenue growth at a **CAGR of 0.5%**, reaching **\$553.2 billion by 2025**.

A major source of optimism lies in the industry's ongoing transformation. Companies are investing in modern convenience store formats, expanding foodservice offerings and leveraging higher-margin categories such as snacks, beverages and prepared foods. Digital tools—including contactless payments, loyalty apps and targeted promotions are improving customer experience and driving repeat business. These initiatives position gas stations as multifunctional retail hubs rather than fuel-only locations.

Strategic acquisitions by leading brands such as Couche-Tard and 7-Eleven are also strengthening the competitive landscape, enabling wider market coverage and enhanced operational efficiency. Furthermore, the increasing adoption of electric vehicles represents not a threat, but a major growth opportunity. By integrating EV charging stations, renewable energy features and modern amenities, operators can diversify revenue streams and capture emerging customer segments.

Looking ahead, the industry is expected to remain on an upward trajectory, with revenue forecast to reach **\$595.7 billion by 2030** at a **CAGR of 1.5%**. Innovation, sustainability and service diversification will continue to fuel this positive momentum, ensuring strong long-term prospects for businesses entering the sector.

2025



\$553.2 billion

2030



\$595.7 billion

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Market Research

Industry Performance

Gas Stations with Convenience Stores in the US

Revenue

Total value (\$) and annual change from 2012 – 2030. Includes 5-year outlook.



IBISWorld

Source: IBISWorld

AN OUTSOURCING SERVICE

<p>Revenue</p> <p>\$553.2bn</p> <p>2020-25 CAGR ↑ 0.5 %</p> <p>2025-30 CAGR ↑ 1.5 %</p>	<p>Employees</p> <p>859k</p> <p>2020-25 CAGR ↑ 0.2 %</p> <p>2025-30 CAGR ↑ 1.1 %</p>	<p>Businesses</p> <p>61,042</p> <p>2020-25 CAGR ↓ 0.6 %</p> <p>2025-30 CAGR ↑ 0.4 %</p>
<p>Profit</p> <p>\$9.4bn</p> <p>2020-25 CAGR ↓ 9.0 %</p>	<p>Profit Margin</p> <p>1.7%</p> <p>2020-25 CAGR ↓ 1.1 pp</p>	

Market Research

Current Performance

Convenience Store Offerings Are Evolving With Customer Tastes

Shifting consumer preferences toward healthier, fresher food options are reshaping convenience store operations. Retailers such as Casey's and QuickChek have expanded their menus to include fresh salads, fruit, and organic snacks, successfully attracting health-conscious customers and improving overall brand perception. Since the pandemic, operators have further prioritized hygiene and safety by adopting enhanced cleaning protocols, plexiglass barriers, and contactless payment solutions. This period accelerated digital adoption, leading many gas stations to introduce curbside pickup and delivery through platforms such as DoorDash.

These initiatives require stronger supply chain management and closer partnerships with local suppliers raising operating costs but also boosting customer loyalty and supporting higher-margin sales. With consumer focus on health and wellness increasing, innovation in fresh food and better-for-you product lines is expected to continue.

Electrification of Gas Stations Is Accelerating

Rising EV adoption is a major driver of current industry transformation. According to Wards Intelligence, hybrid, plug-in hybrid, and battery electric vehicles collectively represented **18.7% of new U.S. light-duty vehicle sales in 2024**, with hybrid electric vehicle sales alone rising **30.7% year over year**. This growth signals strong consumer momentum toward sustainable transportation.

Clean-energy policies, grants, and tax incentives are enabling gas stations to integrate EV charging infrastructure while meeting emerging regulatory expectations. Partnerships with providers such as Tesla and ChargePoint have become increasingly common, especially as Tesla's share of the EV market fell below 50% in 2024 and brands like Ford and Chevrolet expand their EV portfolios.

To meet consumer expectations for speed and convenience, stations are investing in rapid chargers and upgrading amenities, improving customer satisfaction and strengthening loyalty as EV ownership rises across the United States.



Market Research

Industry Outlook (2025–2030)

The Popularity Of Renewable Energy Integration Will Transform Gas Stations

Gas stations will increasingly adopt solar and wind energy to reduce emissions, lower long-term energy costs and appeal to environmentally conscious consumers. Early initiatives by companies like Shell demonstrate strong potential for savings and improved brand image. Stations will evolve into hybrid “energy hubs,” offering both traditional fuel and renewable options. Partnerships with energy providers will grow, supporting advancements in energy storage and efficiency as sustainability becomes a key driver of customer loyalty.

Enhanced Digital And Contactless Experiences Will Redefine Customer Interactions

Digital innovation will streamline operations through mobile payments, app-based pre-ordering and personalized promotions. AI-driven loyalty programs and predictive analytics will improve engagement and boost repeat visits. Automation through kiosks and virtual assistants will reduce labor pressure and speed up service. With rising digital transactions, enhanced cybersecurity will be essential for maintaining customer trust.

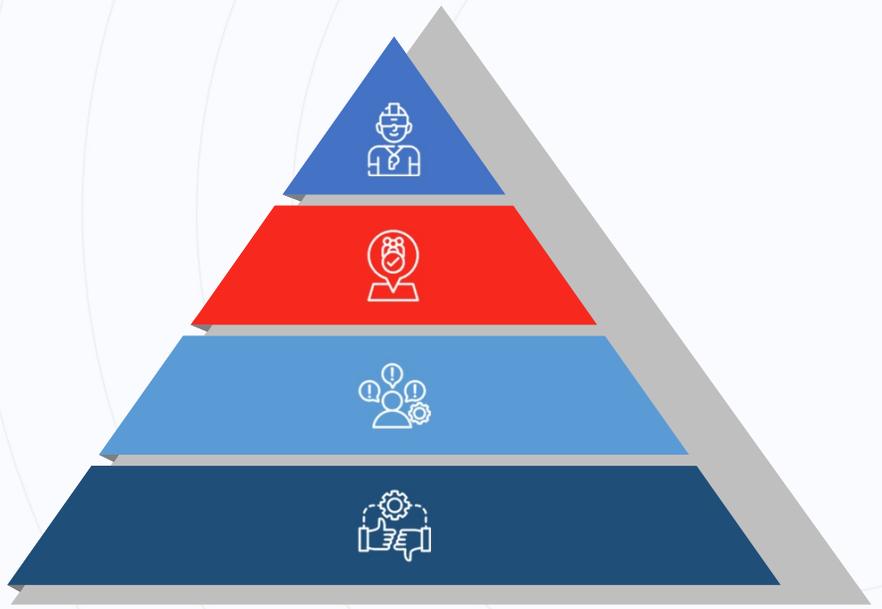
The Expansion Of Alternative Fuel Offerings Will Diversify Service Options

Hydrogen, renewable diesel and biofuels will gain prominence as infrastructure expands and technology costs fall. Regulatory pressures and automaker collaborations will push stations to broaden their fuel mix. These offerings will create new revenue streams and position stations as key players in the clean-energy transition. Consumer education and marketing will be critical for adoption.

Personalized And Advanced Customer Experiences Will Drive Brand Loyalty

Data analytics will enable tailored promotions, smarter pricing and optimized inventory. AI and IoT will enhance in-store efficiency and service quality. Partnerships with automakers will introduce services like diagnostics and maintenance alerts. As autonomous and connected vehicles grow, stations will adapt with frictionless payments and flexible service models to remain competitive.

EVG SER

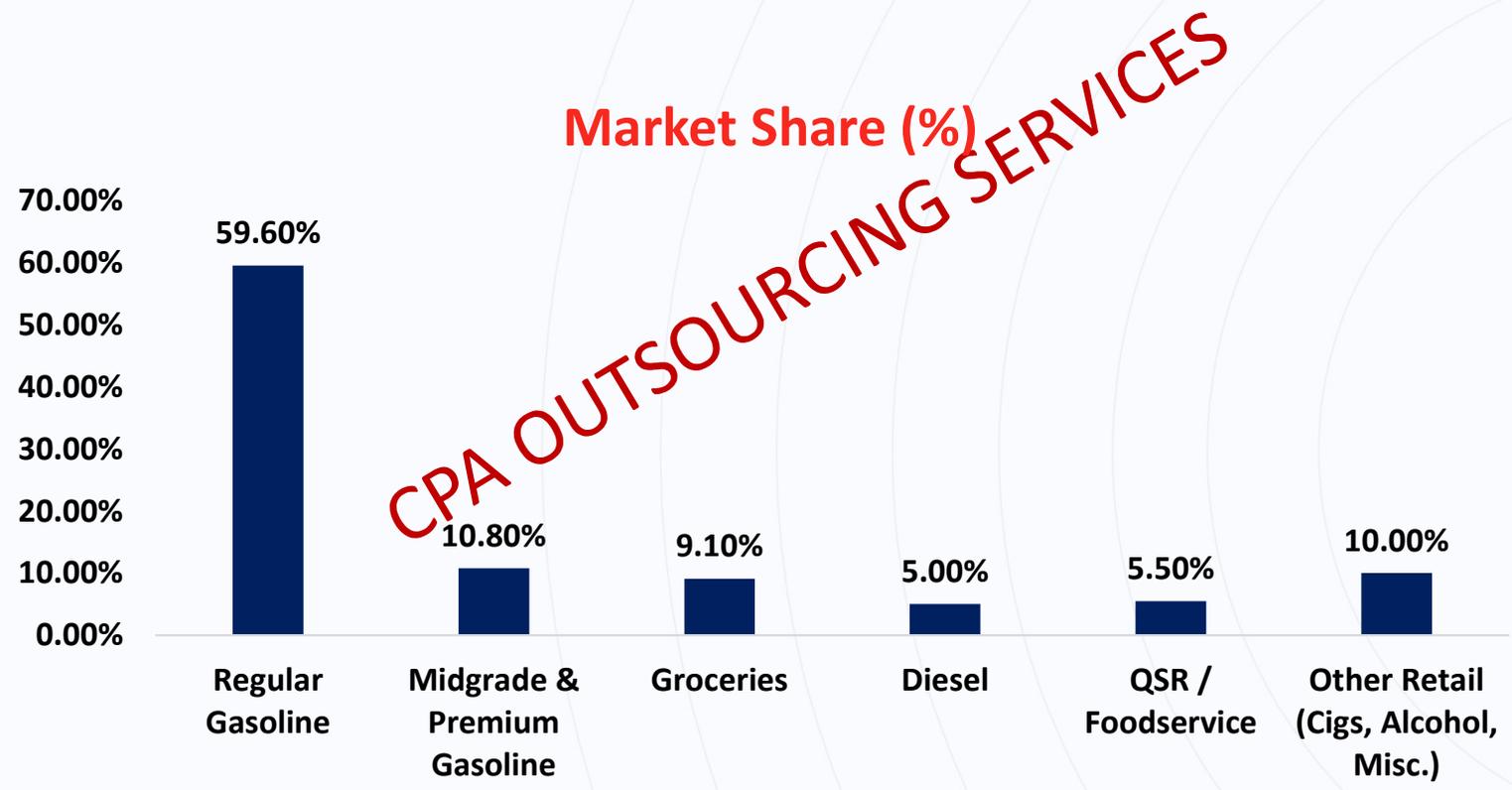


Market Research

Industry Products & Services Performance

Restaurant and QSR Offerings

Quick service restaurant (QSR) offerings are becoming one of the most powerful differentiators for modern gas stations. Chains are increasingly adding branded foodservice concepts such as **Pizza Hut Express, Subway, Krispy Krunchy Chicken, and Taco Bell Express** to drive foot traffic and capture high-margin revenue.



Market Research

Major Markets Segmentation

01 

Driver's License Age Limits Reduce Demand From Individuals Under 25

Consumers under age 25 represent a smaller market segment because most do not begin driving regularly until late adolescence. Limited driving experience, lower income levels and delayed workforce entry reduce their spending at gas stations. However, the segment has grown modestly as younger consumers become more mobile and increasingly rely on convenience store purchases.

02 

Individuals Aged 25–34 Opt For More Economical Transportation

Adults aged 25 to 34 have entered the workforce but typically earn lower disposable incomes than older demographics. This group demonstrates low brand loyalty, prioritizing price and convenience over fuel brand. Many in this age bracket choose cost-saving alternatives such as carpooling, rideshare services or public transportation, reducing their fuel consumption.

03 

Individuals Aged 35–54 Form The Industry's Core Customer Base

This group is the largest and most valuable segment, accounting for 41.9% of industry revenue. High employment rates mean they drive frequently for work, errands and family responsibilities. Their higher incomes also make them more likely to purchase midgrade and premium gasoline, increasing fuel margins for operators.

Market Research

Major Markets Segmentation

04 

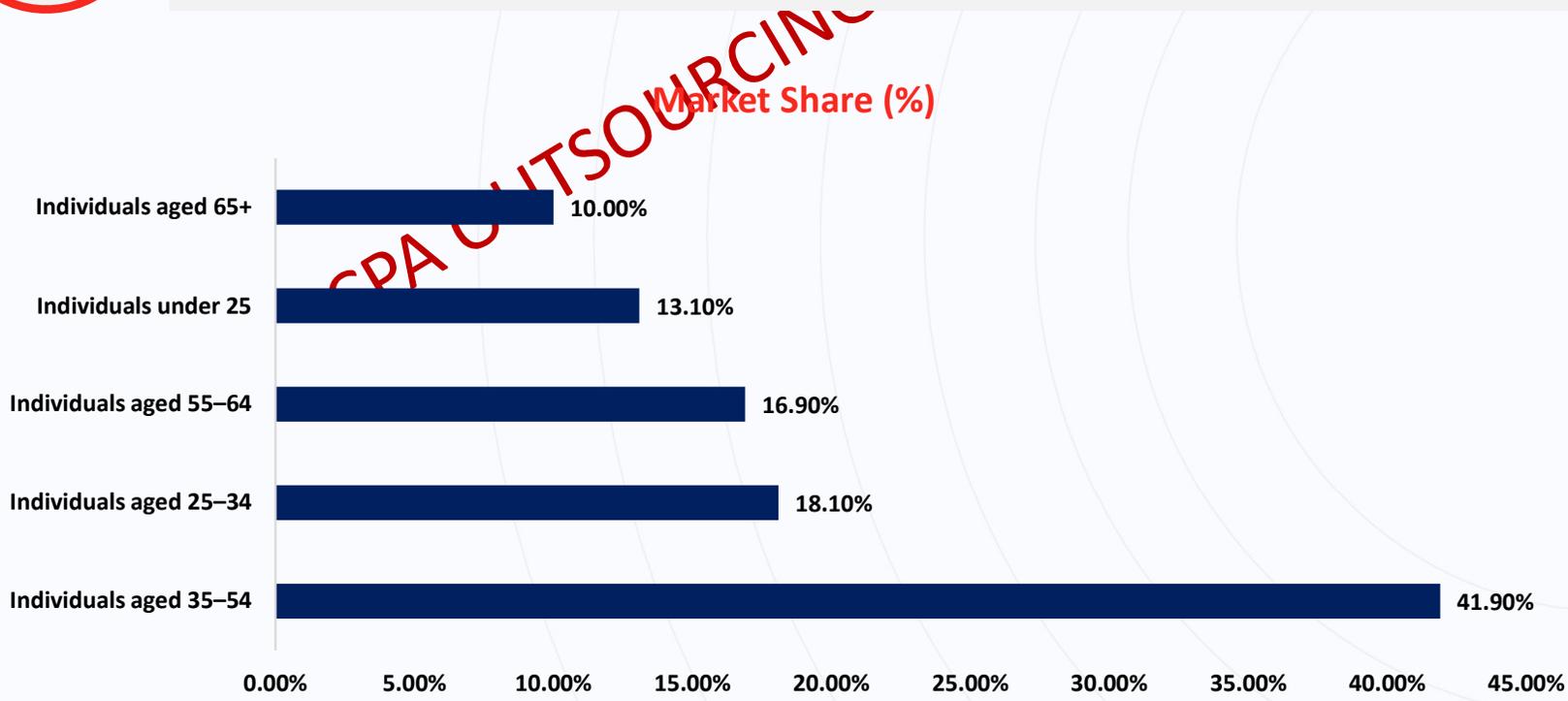
High Incomes Support Demand Among Individuals Aged 55–64

Consumers aged 55 to 64 possess strong disposable incomes and often choose higher-grade fuels. Although they drive less frequently than middle-aged consumers, their strong brand loyalty increases repeat visits and consistent purchasing behavior, making them an attractive market.

05 

Individuals Aged 65 And Older Drive Less Frequently

Older consumers typically drive only for essential trips due to retirement, health limitations or reduced mobility. As a result, they generate less demand for fuel. However, they remain loyal customers for convenience store items and services that support day-to-day needs.



Business Model

The Entity

"Company Name XYZ" is a South Carolina-registered Limited Liability Company operating an Exxon-branded gas station and convenience store located at **430 Groce Meadow Road, Taylors, South Carolina**. The business serves the expanding Lake Robinson and Lake Cunningham communities, offering essential services such as fuel, packaged beverages, groceries, beer and wine, cigarettes and cigars, lottery products, propane exchange, and ATM and Bitcoin ATM access. Its strategic location beside a Mexican restaurant and liquor store creates strong cross-traffic and positions "Company Name XYZ" as a convenient stop for residents, daily commuters, and seasonal recreational visitors.

The company's ownership structure is led by "**Owner Name XYZ**", who holds **60% ownership** and serves as the active managing member of the business. Mr. Popli oversees strategic decision-making, financial operations, supplier coordination, and compliance with Exxon's operational standards and South Carolina retail regulations. His leadership is central to the company's growth strategy and day-to-day operations.

"Company Name XYZ" is a fully operational and revenue-generating enterprise supported by established relationships with major suppliers, including H.T. Hackney, Bimbo, Coca-Cola, Pepsi, Carolina Beer, and regional tobacco distributors. These partnerships ensure reliable product availability and competitive pricing for customers.

The company is committed to continuous improvement and long-term expansion. Planned initiatives include a full interior remodel, modernization of store fixtures, and installation of a dedicated septic system to improve operational efficiency. Additionally, "Company Name XYZ" intends to introduce a **Pizza Hut Express Quick Service Restaurant** within the store—an enhancement designed to increase foot traffic, expand product offerings, and create new job opportunities for U.S. workers.

Business Summary

Name: "Company Name XYZ"

Business: Exxon-branded Gas Station, Convenience Store, and Future Quick Service Restaurant

Location: Taylors, South Carolina

Geographical Focus: Upstate South Carolina

Management: "Owner Name XYZ", Managing Member

Target Customers: Local residents, commuters, recreational visitors to Lake Robinson and Lake Cunningham, nearby homeowners, and customers seeking fuel, beverages, groceries, beer and wine, cigarettes, propane exchange, lottery services, and quick-service food options.

Competitors: Spinx, Shell, Marathon convenience stores, and small independent gas stations

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Business Model

Vision: Mission: Goals



Vision

To become the region's preferred convenience destination by offering modern retail services, expanded food options, and a consistently superior customer experience.



Mission

To provide reliable fuel, quality convenience products, and exceptional customer service while supporting the growth and needs of the Taylors and Lake Robinson community.



Goals

- **Modernize and upgrade the store**, including completing the full interior remodel and improving layout, lighting, restrooms, and branding to enhance the customer experience.
- **Complete essential infrastructure improvements**, specifically installing an independent septic system to ensure long-term operational stability and regulatory compliance.
- **Launch the Pizza Hut Express Quick Service Restaurant** as a new in-store revenue stream, increasing customer traffic, inside sales, and overall profitability.
- **Create new employment opportunities**, expanding the team by hiring additional retail associates, QSR staff, and supervisory roles over the next five years.
- **Strengthen market presence and revenue growth** through expanded product offerings, seasonal lake merchandise, digital marketing, and future integration with delivery platforms such as DoorDash.

Business Model

Products & Services



Gasoline Sales

- Exxon-branded fuel offering consistent quality and brand recognition for local drivers and commuters.



Beer & Wine

- Wide selection of domestic, imported, and craft beer options, along with assorted wine products tailored to customer demand.



Cigarettes and Tobacco Products

- Diverse inventory of cigarettes, cigars, rolling tobacco, vapes, and related accessories stocked through licensed distributors.



Propane Exchange

- Cylinder exchange services for residential, recreational, and outdoor cooking needs.



Lottery Commissions

- Earnings from South Carolina Education Lottery ticket sales and scratch-offs.



Bitcoin ATM Services

- Additional commission income from digital currency ATM transactions catering to emerging consumer financial preferences.

Business Model

Products & Services



General Convenience Items

- Everyday essentials including groceries, household necessities, over-the-counter items, personal care products, ice, and seasonal merchandise.



Packaged Drinks & Snacks

- High-margin cold beverages, energy drinks, chips, candy, and ready-to-consume convenience foods.

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Business Model

Pizza Hut Express Product Offerings at "Company Name XYZ"

The in-store Pizza Hut Express will feature a curated menu of high-demand, quick-serve items designed for fast preparation and strong customer turnover. Expected offerings include:



Business Model

Process of Obtaining a Pizza Hut Express Franchise

Stage	Description of Activities
Initial Inquiry & Eligibility Check	"Company Name XYZ" submits an online inquiry expressing interest in establishing a Pizza Hut Express (PHX) at its convenience store. Pizza Hut's franchise development team reviews the business profile, ownership details, store location, and operational readiness to confirm eligibility.
Location Assessment & Feasibility Review	Pizza Hut conducts a detailed evaluation of 430 Groce Meadow Rd , assessing customer traffic, visibility, parking, competitor presence, and potential demand for QSR services. A preliminary feasibility report is generated to determine suitability for a PHX installation.
Submission of Business Documentation	"Company Name XYZ" provides required documents, including company registration, financial statements, operational history, store layout, proposed investment budget, and owner identification ("Owner Name XYZ" and other shareholders).
Franchise Disclosure Document (FDD) Review	Pizza Hut provides the official Franchise Disclosure Document , outlining fees, obligations, training requirements, operational standards, approved equipment, and expected ROI. "Company Name XYZ" reviews the FDD and signs a Letter of Intent (LOI).
Store Layout & Architectural Planning	Pizza Hut's design team works with "Company Name XYZ" to create an approved Pizza Hut Express kiosk layout , including equipment placement (oven, prep table, freezer, warming units), POS integration, and branding elements.
Financial Approval & Fee Payment	"Company Name XYZ" submits proof of funds and pays the required initial franchise fees . Pizza Hut verifies financial capability for equipment purchase, installation, and ongoing operational costs.
Equipment Procurement & Installation	Pizza Hut authorizes the purchase of approved equipment through certified suppliers. Installation is completed according to brand standards. Pizza Hut conducts inspections to ensure all equipment meets corporate specifications.
Training & Certification	"Company Name XYZ" staff undergo mandatory Pizza Hut Express training , covering food safety, preparation procedures, brand standards, customer service, and POS operations. Certification is required before opening.
Final Inspection & Compliance Check	Pizza Hut's corporate team performs a final onsite review to confirm compliance with operational, branding, and safety standards. Adjustments are made if necessary.
Soft Launch & Grand Opening	After approval, "Company Name XYZ" conducts a soft launch to test operations, followed by an official Pizza Hut Express grand opening with promotional offers to attract customers and introduce the new QSR service.

Business Model

Key Strategic Partnership

Exxon Fuel Branding Partnership

"Company Name XYZ" operates as an Exxon-branded gas station, benefiting from the reputation, quality standards, and customer trust associated with one of the most recognized fuel brands in the United States. This partnership strengthens the company's market position and ensures consistent customer traffic and fuel reliability.

Wholesale Supply Partnerships

The business maintains strong relationships with major U.S. distributors such as **H.T. Hackney, Coca-Cola, Pepsi, Bimbo, Little Debbie, Carolina Beer, Budweiser**, and regional tobacco suppliers. These partners provide "Company Name XYZ" with a dependable and diverse inventory of high-demand products, supporting steady sales in groceries, beverages, snacks, beer and wine and tobacco products.

Commission-Based Service Partnerships

"Company Name XYZ" collaborates with **ATM service providers, Bitcoin ATM operators**, and the **South Carolina Education Lottery**, generating consistent commission income. These partnerships diversify the company's revenue streams beyond traditional fuel and retail sales, contributing to a stable financial foundation.



Pizza Hut Express

As part of its expansion plan, "Company Name XYZ" intends to establish a strategic partnership with **Pizza Hut Express** to introduce an in-store Quick Service Restaurant. This collaboration will leverage Pizza Hut's national brand recognition to increase foot traffic, enhance food offerings, and create new employment opportunities within the business.

Local Business & Cross-Traffic Partnership

"Company Name XYZ" benefits from its strategic co-location with a Mexican restaurant and a liquor store in the same plaza. This proximity creates natural cross-traffic, increases customer flow, and enhances visibility for all businesses. "Company Name XYZ" leverages this synergy by serving as a convenient stop for fuel, beverages, and quick purchases for customers already visiting these neighboring establishments.

Collective Strategic Impact

Together, these partnerships form the operational backbone of "Company Name XYZ", strengthening supply chain efficiency, increasing profitability, and positioning the business for sustained long-term growth within the Taylors, South Carolina region.

Business Model

Key Success Factors

Prime Location Near Lake Robinson

"Company Name XYZ" benefits from a high-traffic location serving local residents, commuters, and recreational visitors. Its proximity to Lake Robinson and Lake Cunningham drives consistent fuel and retail demand year-round.

Diversified Revenue Streams

With fuel sales, grocery items, beer and wine, tobacco products, lottery services, ATM and Bitcoin ATM commissions, and propane exchange, "Company Name XYZ" maintains financial stability through multiple income sources.

Future Expansion Through Pizza Hut Express

The planned addition of a Pizza Hut Express QSR will significantly increase customer traffic, expand food offerings, and create new revenue opportunities not offered by nearby competitors.

Experienced Hands-On Management

"Owner Name XYZ" provides direct operational oversight, ensuring efficient daily management, strong supplier coordination, and continuous business improvement.

Strong Exxon Brand Recognition

Operating under the Exxon brand provides immediate consumer trust, ensuring steady fuel sales and reinforcing the business's credibility in a competitive market.

Reliable Supplier Partnerships

Established relationships with key distributors such as H.T. Hackney, Coca-Cola, Pepsi, Bimbo, and Carolina Beer ensure dependable product availability, competitive pricing, and strong inventory rotation.

Ongoing Store Modernization

Planned upgrades—including full interior remodeling, better layout optimization, and septic system separation—will enhance customer experience, operational reliability, and long-term profitability.



Business Model

Key Beneficiaries



Local Community Members

Residents of Taylors, Lake Robinson, and surrounding neighborhoods benefit from convenient access to fuel, groceries, beverages, and essential daily items close to home.



Commuters and Traveling Customers

Individuals traveling through the region or commuting daily rely on "Company Name XYZ" for quick, reliable fuel services, snacks, beverages, and on-the-go convenience items.



Recreational Visitors

Fishermen, kayakers, hikers, and families visiting Lake Robinson and Lake Cunningham depend on "Company Name XYZ" for refreshments, lake essentials, and last-minute supplies.



Local Workforce

The business creates employment opportunities for local residents, particularly as the planned Pizza Hut Express expansion introduces new cashier, QSR, supervisory, and management roles.

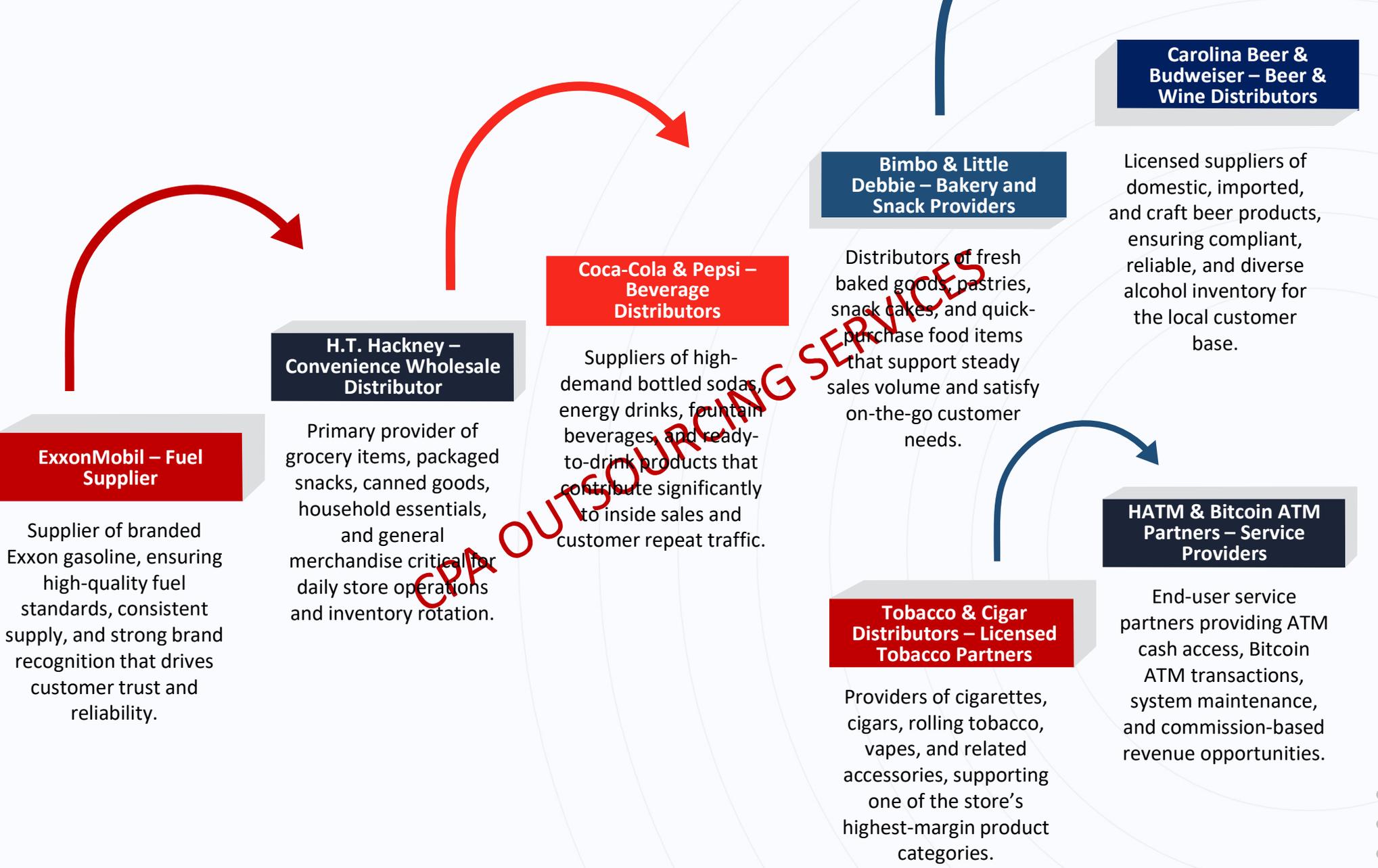


Regional Suppliers and Distributors

Partner companies such as H.T. Hackney, Coca-Cola, Pepsi, Bimbo, and Carolina Beer benefit from ongoing product demand and consistent wholesale purchases from "Company Name XYZ".

Business Model

Suppliers Relationship



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Business Model

Legal Compliance

Environmental & Safety Compliance

The company adheres to all environmental and safety standards related to fuel storage, underground tanks, waste disposal, and retail operations. "Company Name XYZ" follows Exxon-mandated safety procedures, conducts regular inspections, and ensures compliance with state environmental quality guidelines, including the installation of a dedicated septic system to meet sanitation requirements.

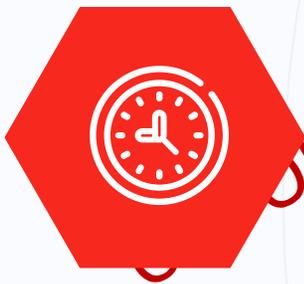
Food Service Regulatory Compliance

Once the QSR is introduced, "Company Name XYZ" will comply with all South Carolina Department of Health & Environmental Control (DHEC) regulations governing food safety, storage, sanitation, and equipment standards. All food-handling employees will undergo required food-safety certifications and ongoing operational training consistent with Pizza Hut corporate guidelines.



Business Licensing & Regulatory Adherence

"Company Name XYZ" will continue to maintain all required South Carolina business licenses, fuel retail permits, and sales tax registrations necessary for operating a gas station, convenience store, and future QSR services. The company will ensure strict compliance with state and county regulations governing fuel sales, beer and wine retailing, lottery operations, and food-handling standards.



Workplace & Labor Compliance

All employees will be hired in accordance with U.S. labor laws, including I-9 employment verification, minimum wage requirements, equal opportunity policies, and OSHA workplace safety standards. Training programs will be implemented to ensure safe fuel handling, food preparation, and customer service practices, particularly following the launch of the Pizza Hut Express QSR.



Financial, Tax & Reporting Compliance

The company will continue to meet all federal, state, and local tax obligations, including sales tax filings, payroll reporting, and annual state compliance filings for LLCs. "Company Name XYZ" will maintain accurate financial records aligned with IRS standards and ensure full transparency for business operations, accounting, and future expansions.

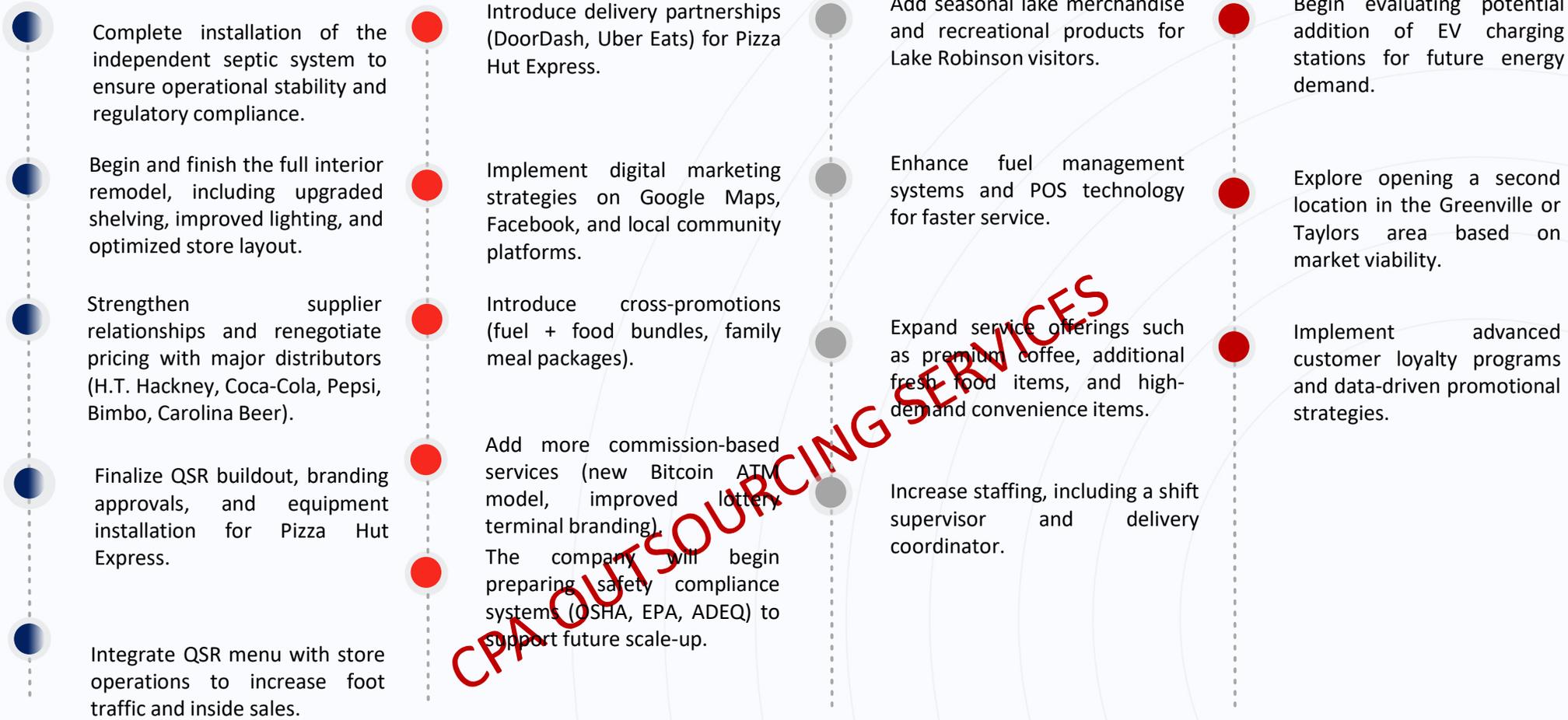


SERVICES

OUTSO

Business Model

Road Map



CPA OUTSOURCING SERVICES



Business Model

Competitive Edge

Exclusive Lake Robinson Location

Unlike other gas stations situated farther from recreational and residential hotspots, "Company Name XYZ" benefits from direct proximity to Lake Robinson and Lake Cunningham. This unique positioning attracts steady year-round traffic from residents, commuters, and recreational visitors. Competitors located 4–8 miles away cannot capture this consistent, convenience-driven customer base.

Exxon-Branded Fuel Quality and Trust

While several local competitors operate under independent or lower-tier fuel brands, "Company Name XYZ" provides nationally recognized Exxon-branded gasoline known for superior quality and reliability. This brand trust increases repeat visits and strengthens long-term customer loyalty—an advantage competing independents cannot easily replicate.

Broader In-Store Product & Service Mix

"Company Name XYZ" offers a wider variety of high-demand items than nearby stations, including beer and wine, diverse tobacco products, propane exchange, packaged beverages, snacks, grocery items, ATM services, and Bitcoin ATM transactions. Most competitors carry limited inventory, narrow beverage selections, and lack specialized services such as digital currency ATMs or propane exchange.

Pizza Hut Express QSR Offering

Competitors provide only basic hot snacks or limited grab-and-go foods, whereas "Company Name XYZ" will introduce a Pizza Hut Express Quick Service Restaurant, offering fresh, branded, and high-quality meals. This differentiation attracts families, travelers, and food-driven customers—creating a competitive gap no nearby gas station or convenience store currently fills.

Store Modernization & Customer Experience Upgrades

"Company Name XYZ" plans a full interior remodel, improved store layout, enhanced lighting, and upgraded restrooms, along with the installation of a dedicated septic system for long-term sanitation and operational reliability. Competing stores often operate older, less modern facilities with minimal renovation investment, resulting in lower customer satisfaction.

Business Model

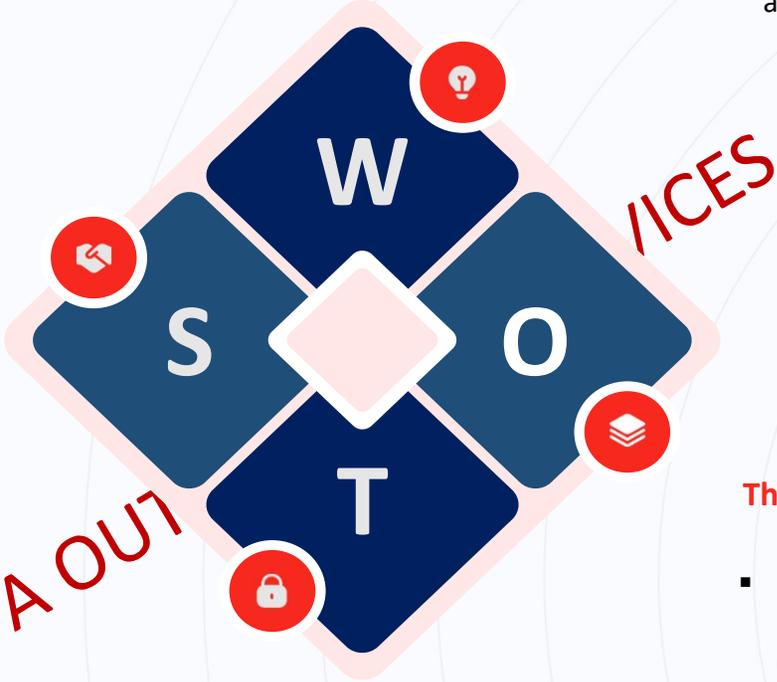
SWOT Analysis

Strengths

- Exxon-branded fuel provides strong customer trust and consistent traffic.
- Prime location near Lake Robinson attracts residents, commuters, and recreational visitors.
- Diversified revenue streams including fuel, groceries, beer/wine, tobacco, lottery, ATM and Bitcoin ATM commissions, and propane exchange.
- Strong supplier relationships with H.T. Hackney, Coca-Cola, Pepsi, Bimbo, Carolina Beer, and licensed tobacco distributors.
- Planned Pizza Hut Express QSR introduces a branded food option not offered by nearby competitors.

Opportunities

- Ability to add delivery partnerships (DoorDash, Uber Eats) for expanded revenue channels.
- Growing residential developments near Lake Robinson increase long-term customer base.
- Potential to introduce EV charging stations as demand grows.
- Launch of seasonal lake merchandise and local community promotions to drive more foot traffic.



Weakness

- Reliance on local traffic patterns can affect sales during off-peak seasons.
- Limited space for expansion until remodel and QSR buildout are completed.

Threats

- Nearby competitors like Spinx and Shell may upgrade their facilities or expand offerings.
- Fuel price fluctuations can impact overall profitability despite diversified revenue.
- Regulatory changes affecting alcohol, tobacco, or lottery sales.
- Supply chain delays that could affect product availability from distributors.

Sales & Marketing

Marketing Mix



Digital Marketing

"Company Name XYZ" will strengthen its online presence through targeted digital marketing on Google, Facebook, and local community groups. Google Business Profile optimization, customer reviews, and location-based ads will increase visibility for both the convenience store and the future Pizza Hut Express. High-quality photos and timely updates will help attract new customers and improve online engagement.



Community Engagement

"Company Name XYZ" will participate in local activities, collaborate with nearby businesses (the Mexican restaurant and liquor store), and support neighborhood events to strengthen brand recognition. Through community involvement, the business will position itself as a reliable, convenient hub for residents and visitors.



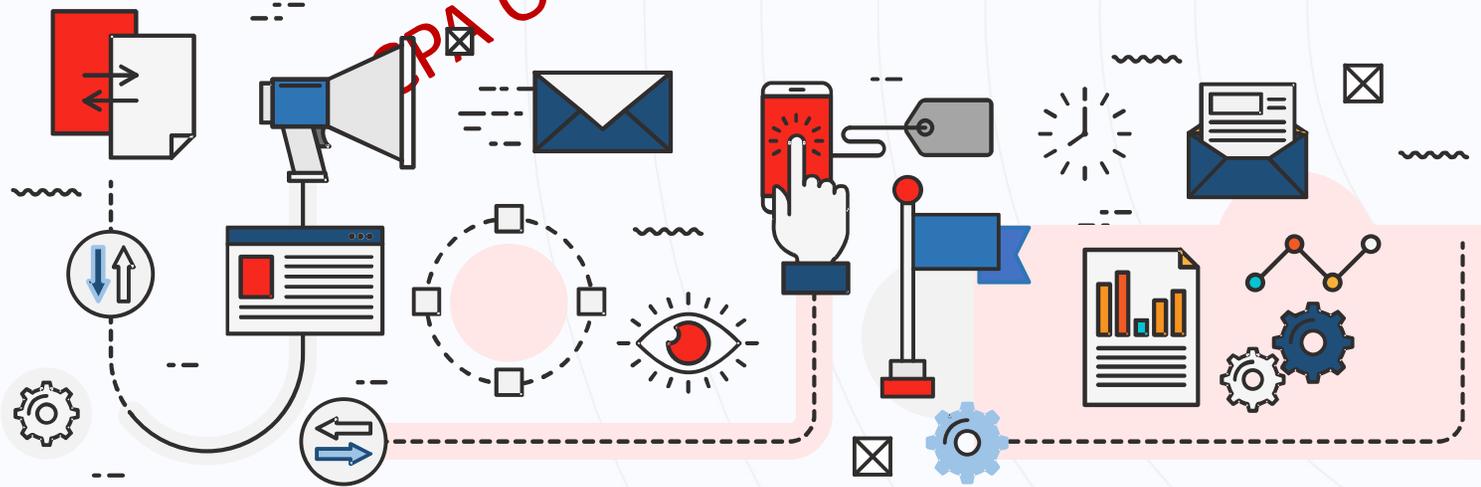
In-Store Promotions

The company will utilize in-store signage, product displays, and bundling offers—such as drink-and-snack combos, weekend beverage specials, and fuel-linked promotions—to encourage impulse purchases and increase average transaction value. Seasonal displays will target peak periods of lake visitors and recreational traffic.



QSR Launch Promotions (Pizza Hut Express)

Introduction of the Pizza Hut Express, "Company Name XYZ" will run launch-day specials, family meal bundles, and combo offers to drive excitement and attract repeat customers. Partnerships with food delivery apps such as DoorDash and Uber Eats will expand reach and generate additional sales.



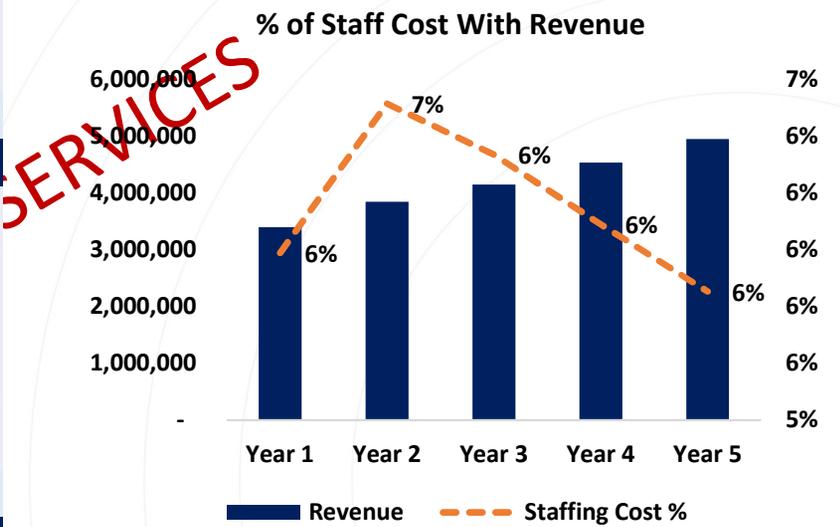
Management

Revenue Assumptions

Total Employee Count						
Designation	Department	Year 1	Year 2	Year 3	Year 4	Year 5
Managing Partner (E-2 Investor Applicant)	Admin	1	1	1	1	1
Assistant Manager	Admin	0	1	1	1	1
Cashier / Sales Associate	Operations	2	2	2	2	2
Pizza Hut Cook / Prep Staff	Operations	1	1	1	1	1
Cleaning & Maintenance Staff	Operations	1	1	1	1	1
Total Counts		5	6	6	6	6

Annual Wage						
Designation	Department	Year 1	Year 2	Year 3	Year 4	Year 5
Managing Partner (E-2 Investor Applicant)	Admin	54,000	54,000	56,700	59,535	62,512
Assistant Manager	Admin	43,000	43,000	45,150	47,408	49,778
Cashier / Sales Associate	Operations	33,000	33,000	34,650	36,383	38,202
Pizza Hut Cook / Prep Staff	Operations	37,000	37,000	38,850	40,793	42,832
Cleaning & Maintenance Staff	Operations	30,000	30,000	31,500	33,075	34,729

Total Outflow - Wages						
Designation	Department	Year 1	Year 2	Year 3	Year 4	Year 5
Managing Partner (E-2 Investor Applicant)	Admin	54,000	54,000	56,700	59,535	62,512
Assistant Manager	Admin	0	43,000	45,150	47,408	49,778
Cashier / Sales Associate	Operations	66,000	66,000	69,300	72,765	76,403
Pizza Hut Cook / Prep Staff	Operations	37,000	37,000	38,850	40,793	42,832
Cleaning & Maintenance Staff	Operations	30,000	30,000	31,500	33,075	34,729
Total Outflow - Wages		187,000	230,000	241,500	253,575	266,254



Capital Investment, Source, Utilization & KPIs

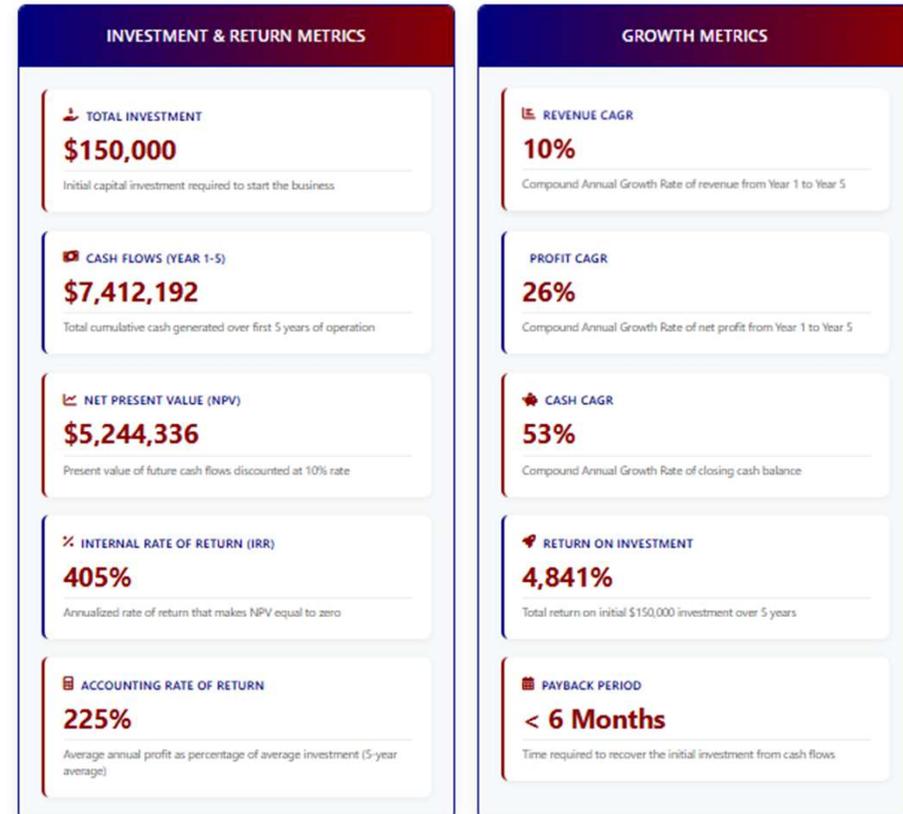
Capital Structure		Amount (\$)	%
1	"Owner Name XYZ" (E-2 Investor)	90,000	60%
2	Partner / Existing Owner	60,000	40%
	Total Business Value	150,000	100%

Sources			
S. No	Description	Amount (\$)	%
1	Equity	90,000	60%
2	Partner / Existing Owner	60,000	40%
	Initial Capital Injection	175,000	100%

Funds Utilization			
S. No	Description	Amount (\$)	%
1	Store Remodel	50,000	33%
2	Pizza Hut Express Buildout	30,000	20%
3	Septic Separation	16,000	11%
4	Compliance & Regulatory Fees	6,800	5%
5	Computer Equipment	10,000	7%
6	POS Software	4,200	3%
7	Brand & Marketing Launch	5,099	3%
8	Staff Salaries	16,962	11%
9	Insurance (Liability + Property)	7,200	5%
10	Working Capital	3,739	2%
	Total Amount	175,000	100%

KEY PERFORMANCE INDICATORS

Convenience Store Financial Performance Metrics (Updated)



Convenience Store Key Performance Indicators | Year 1 to Year 5 Analysis
 All metrics based on updated financial data | Blood Red & Dark Navy Blue Theme

Financial Plan

Revenue Assumptions

Assumptions	UOM	Year 1	Year 2	Year 3	Year 4	Year 5
Numbers of Days in a Year		365	365	365	365	365
Numbers of Months in a Year		12	12	12	12	12
Gasoline Sales						
Average Retail Price Per Gallon (\$)	\$	3.1	3.2	3.3	3.4	3.5
Growth			3%	3%	3%	3%
Gallons Sold - Annually		490,000	514,500	540,225	567,236	595,598
Growth			5%	5%	5%	5%
Total Gasoline Revenue - Annually	\$	1,519,000	1,642,799	1,776,687	1,921,487	2,078,088
In Store Sales						
Average Number of Customers - Per Day		425	446	469	492	517
Growth			5%	5%	5%	5%
Grocery & General Merchandise						
Average Spend Per Customer (\$)	\$	10	11	11	12	12
Growth			5%	5%	5%	5%
Conversion Rate (% of Customers Buying Grocery Items)		60%	60%	60%	60%	60%
Grocery & General Merchandise Customers - Per Day		255	268	281	295	310
Grocery & General Merchandise Customers - Annually		93,075	97,729	102,615	107,746	113,133
Total Grocery & General Merchandise Revenue - Annually	\$	930,750	1,026,152	1,131,332	1,247,294	1,375,142
Cigarettes & Tobacco						
Average Spend Per Customer (\$)	\$	12	13	13	14	15
Growth			5%	5%	5%	5%
Conversion Rate (% of Customers Buying Tobacco Items)		25%	25%	25%	25%	25%
Cigarettes & Tobacco Customers - Per Day		106	112	117	123	129
Cigarettes & Tobacco Customers - Annually		38,781	40,720	42,756	44,894	47,139
Total Cigarettes & Tobacco Revenue - Annually	\$	465,375	513,076	565,666	623,647	687,571
Beer & Wine						
Average Spend Per Customer (\$)	\$	14	15	15	16	17
Growth			5%	5%	5%	5%
Conversion Rate (% of Customers Buying Beer & Wine)		15%	15%	15%	15%	15%
Beer & Wine Customers - Per Day		64	67	70	74	77
Beer & Wine Customers - Annually		23,269	24,432	25,654	26,936	28,283
Total Beer & Wine Revenue - Annually	\$	325,763	359,153	395,966	436,553	481,300
Total In Store Sales Revenue - Annually	\$	1,721,888	1,898,381	2,092,965	2,307,494	2,544,012

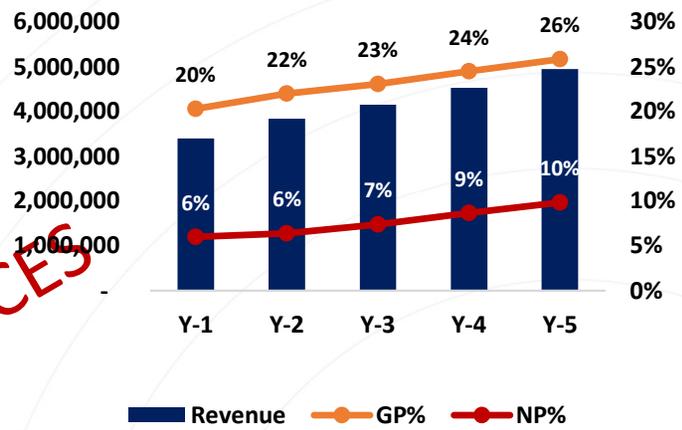
CPA OUTSOURCING SERVICES

Financial Plan

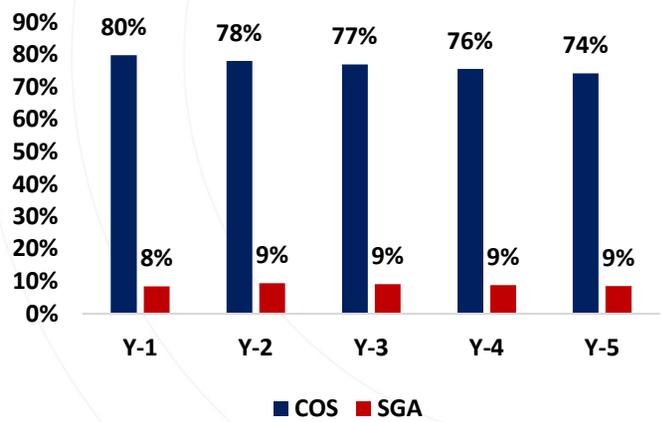
Projected Profit and Loss Statement

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	3,399,023	3,843,150	4,149,594	4,532,477	4,951,681
Sales Tax	95,821	114,768	123,022	135,476	149,224
Net Revenue	3,494,843	3,957,918	4,272,615	4,667,953	5,100,905
Costs of Services	2,634,035	2,935,939	3,128,158	3,358,847	3,608,851
Salaries & Wages - Operation	144,771	144,771	152,009	159,609	167,590
Depreciation - Operations	6,400	6,400	6,400	6,400	6,400
Costs of Services	2,785,205	3,087,110	3,286,568	3,524,856	3,782,841
Gross Profit	709,638	870,808	986,048	1,143,097	1,318,064
Gross Margin %	20.31%	22.00%	23.08%	24.49%	25.84%
SGA					
Marketing & Social Media Ads	15,296	16,429	18,673	20,396	22,283
Compliance & Regulatory Fees	6,800	7,004	7,214	7,431	7,653
POS Software	4,200	4,368	4,543	4,724	4,913
Rent	54,000	56,700	59,535	62,512	65,637
Utilities	45,600	46,968	48,377	49,828	51,323
Accounting & Bookkeeping	3,600	3,780	3,969	4,167	4,376
Insurance (Liability + Property)	14,400	14,976	15,575	16,198	16,846
Exxon Branding & Franchise Fees	9,800	10,599	11,129	11,685	12,269
Door Dash Fee	-	13,190	11,534	12,583	13,754
Credit Card Processing Fees	67,980	76,863	82,992	90,650	99,034
Maintenance & Repairs	12,000	12,960	13,997	15,117	16,326
Salaries & Wages – Admin	58,779	105,585	110,864	116,407	122,227
Depreciation – Admin	3,333	3,333	3,333	-	-
Total SGA	295,788	372,755	391,734	411,698	436,642
SGA %	8.46%	9.42%	9.17%	8.82%	8.56%
Net Profit	413,850	498,053	594,314	731,399	881,422
Taxation	203,422	244,261	277,543	325,640	378,394
Corporate Income Tax	107,601	129,494	154,522	190,164	229,170
Sales Tax	95,821	114,768	123,022	135,476	149,224
Net Profit	210,428	253,791	316,770	405,759	503,029
Net Margin %	6.02%	6.41%	7.41%	8.69%	9.86%

% of NP & GP With Revenue



% of SGA AND COS With Revenue



CPA OUTSOURCING SERVICES

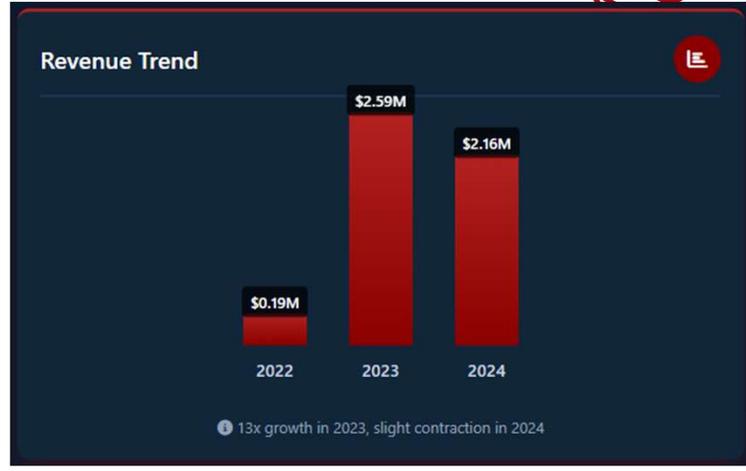
Financial Plan

Historical Financials

Total Revenue  \$2.16M 2024 Sales -16.8% vs 2023	Net Income  \$18,202 2024 Profit -17.1% vs 2023	Total Assets  \$174,323 2024 Balance +4.5% vs 2023	Equity  \$18,571 2024 Equity +523% vs 2023
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Financial Item	2022	2023	2024
Gross Receipts / Sales	190,531	2,594,013	2,157,020
Cost of Goods Sold (COGS)	142,224	2,329,098	1,936,612
Gross Profit	48,307	264,915	220,408
Other Income	22,313	51,687	67,270
Total Income	70,620	316,602	287,678
Total Deductions / Expenses	89,605	294,638	269,476
Ordinary Business Income (Loss)	(18,985)	21,964	18,202

Balance Sheet	2022	2023	2024
Cash	20,147	5,035	4,791
Inventory	79,145	124,428	127,375
Fixed Assets (net)	44,255	7,586	13,932
Total Assets	143,547	137,049	146,098
Shareholder Loan	30,000	75,000	79,000
Long Term Debt	132,532	59,070	45,917
Total Liabilities	162,532	134,070	124,917
Retained Earnings	(18,985)	2,979	18,571
Total Equity and Liabilities	143,547	137,049	146,098



"Company Name XYZ"

Thank You



CPA OUTSOURCING

 "Owner Name XYZ"

