

Dear Students:

Thank you for participating in the Retail Design Institute's 2010 International Student Store Design Competition. We think this year's Request for Proposal (RFP) format for the competition will give you a better understanding of the parameters that retail designers must work within when presenting a concept to a client. It includes the many challenges that designers and retailers face when trying to fit their design into a particular property, in a specific jurisdiction.

We hope the chosen category, Convenience Store with Gas Station, will be of interest to you. Convenience Stores or C'stores are a hot topic in the retail design industry, as many Operators are currently redesigning, rebranding and rolling out new prototypes, and are for the most part immune to slowdowns in the economy. Also, as the market continues to back fill, the competition is increasing, but many have yet to create the right branding and business model. Many consumers and retailers are now aligning themselves with environmentally conscious and sustainable designs. This is beginning to have an impact on the retail world, neither C'stores nor gas stations have yet to approach the concepts around sustainability. This is an opportunity we would like you to explore as part of your concept.

In order to give this year's competition a creative edge, we have provided a space that is actually larger than the retailer's program needs. What are you going to do with the extra space? What merchandising/business concept do you recommend to enhance the customer experience. Your research should prove your recommendations to your client. Please note that the sections in *italics* are for reference and create the 'look and feel' of an industry RFP (Request for Proposal) standard and not meant as part of your submission.

Should you have any questions regarding the RFP, please feel free to email Reggie Reyes at Reggie.Reyes@target.com. We will also be posting the final program and cadd plans, as well as any additional addendums on our website under "competition" section/student design competition (www.retaildesigninstitute.org). We will be utilizing the "forum" section/student design competition to post inspiration, to maintain a continuous dialogue, post the answers to any questions posted by students, and give professional advice from our members. (Note that student and professor members will be able to post directly on the forum, so join now.) You can also join us on 'Facebook' under the group 'Retail Design Institute' for additional general discussions about retail design. If you are interested in a career in retail design you are welcome to visit a local chapter event/meeting. If there's no chapter near you, consider setting up your own student chapter on campus. We look forward to receiving your entries next spring.

Good Luck!



Andrew McQuilkin, RDI
International President

Dear Design / Architecture Educator:

On behalf of the Student Design Competition Committee, we are pleased to announce the 2010 International Student Store Design Competition, as last year, we are asking for all submissions to be submitted in an electronic format only. Last year we created the opportunity for groups to participate, however no groups entered. We are offering the option again this year in hopes that you can include programs that encourage team efforts. The winning individual and group schools will receive prize monies.

Once again, this year's format reflects the real-world RFP (Request for Proposal) format that is generally used by retailers. We have also included the submittal requirements to include a written explanation of the concept, a design process board that visually depicts the thinking and design process that is supported by consumer research findings. We broke the process into three phases, programming, schematic design, and design development. Each phase's development review is meant to be part of the class and the final design development deliverables are the submission to the RETAIL DESIGN INSTITUTE.

Store design has become a holistic process, where retail design consultants that have turnkey design services have the advantage of understanding and delivering the marketing brand promise at the retail level. Services now offered by retail design consultants include; brand strategy, consumer research, identity design, graphic design, lighting design, interior design, architecture, store planning and merchandising. To aid in the understanding of the expected level of design and deliverables, we will have uploaded the complete design submittal of last year's winner along with this year's RFP. The RFP allocation program, cadd files and any additional supporting data will be made available on the RETAIL DESIGN INSTITUTE website (www.retaildesigninstitute.org) in the competition section on January 2nd, 2010. Please utilize the student design completion forum for an ongoing dialogue and clarification of all RFP questions. Students are also invited to visit our discussion group 'Retail Design Institute' on 'Facebook.com'.

The RETAIL DESIGN INSTITUTE wishes you good luck in the development of your entries. Please contact us if you have any questions regarding the requirements or program. We welcome your insights about this program and your recommendations on how to improve it for next year.

My Regards,



Andrew McQuilkin, RDI
International President



Retail Design Institute™

**Request for Proposal
2010**

**Store Design and Prototype Development
C'Store Inc.**

INVITATION

THE RETAIL DESIGN INSTITUTE invites all students presently enrolled in a recognized college level Architectural, Interior Design or Environmental Design program to join in the 2010 RETAIL DESIGN INSTITUTE Student Retail Interior Design Competition.

The RETAIL DESIGN INSTITUTE is a non-profit, International Professional Retail Design Organization. The Institute is offering this competition in hopes of generating interest among college level students in the field of retail design.

Our Mission Statement:

The Retail Design Institute promotes the advancement and collaborative practice of creating selling environments.

Winners of the following cash prizes will be NOTIFIED IMMEDIATELY FOLLOWING THE JUDGING in May 2009.

Individual Entries:

| | |
|--|--------------------|
| FIRST PRIZE | \$ 2,000.00 |
| SECOND PRIZE | \$ 1000.00 |
| THIRD PRIZE | \$ 500.00 |
| The Individual First Prize winner's school will be awarded | \$ 500.00. |

Group Entries (2 or more students):

| | |
|---|-------------------|
| FIRST PRIZE | \$ 500.00 |
| SECOND PRIZE | \$ 0.00 |
| THIRD PRIZE | \$ 0.00 |
| The Group First Prize winner's school will be awarded | \$ 500.00. |

IT IS OUR HOPE THAT THIS PROJECT CAN BE INTEGRATED INTO THE CURRICULUM OF AN EXISTING PROGRAM OR THOSE STUDENTS WISHING TO ENTER THE COMPETITION COULD BE ASSIGNED THE PROJECT AS A DESIGN PROBLEM.

The Competition is open to all students as noted above. All students must notify their school officials. All entries must be received by RETAIL DESIGN INSTITUTE no later than April 12th, 2010 – **THERE IS NO ENTRY FEE FOR INDIVIDUALS, BUT GROUPS WILL NEED TO INCLUDE A \$50 ENTRY FEE FOR EACH SUBMITTAL.** (Enclose a check or money order made out the Retail Design Institute)

Entry Presentations will be submitted on CD-ROM in a single file Adobe PDF (.pdf) format for the slides (concept, design layouts, and contact information, individual or group entry) as well as higher resolution images of each board (.jpg format, 20"x30" 300 dpi) and the written concept in Adobe (.pdf). The disc will be labeled with the students name, school and contact information. 'Group' entries will need to be clearly labeled on the CD-ROM cover. Also include a self addressed stamped envelope to receive back judges' comments.

All entries (written concepts and images) submitted will become the property of RETAIL DESIGN INSTITUTE giving the Institute the right to use the images in but limited to; publications, promotions, articles, the website, and seminars. The Winners will also be contacted for trade magazine article publication and permission to use their contact information in the article and on the website.

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PLEASE NOTE:

THE SECTIONS IN *ITALICIZED* ARE FOR REFERENCE AND FOR 'LOOK AND FEEL' OF AN INDUSTRY RFP (REQUEST FOR PROPOSAL) AND NOT MEANT AS PART OF YOUR SUBMISSION.

INSTRUCTIONS AND CONDITIONS

Purpose of the Request for Proposal (“RFP”)

C’Store Inc. (“RETAILER”) intends to retain a retail design firm to perform design development services for the redesign of the Retailer store prototype. Retailer intends to select a design firm concept and design process suitable for the future roll out of Retailer stores. The selected design firm will complement the project team which includes ADMAN Corp, a our LA based marketing consultant, ARCHTECH Group, our current roll-out architect, and Fixture Manufacturer, Inc., a fixture and signage design and manufacturing company, and other construction, equipment, and finishes advisors and consultants.

Our objective is to design, develop a new west coast prototype design in a new location to be completed in the Spring of 2011. The store is anticipated to be 4,800sf and will either be ground up construction or a retrofit of an existing tenant location. *We anticipate being able to test layout, fixtures, finishes, and signage while continuing to develop the prototype design in preparation for future roll out.* The intent is to align the store environment with the core consumer and the current brand positioning, to improve the effectiveness of the design in conveying the brand to the guest while correcting operational and merchandising needs within the store.

The success of the Prototype Design will be measured by its effectiveness in achieving minimum sales per square foot of \$400/year (not including gasoline sales). Other measurable design goals include; cost of construction, ease in installation, adaptability to a variety of sites, flexibility for the future, merchandise presentation consistent with product allocation, and category concepts. Special attention will be given to the ease in operations; selling to and assisting the guests, car cueing, driving traffic from pump to store, receiving, merchandising, and communicating merchandise layout. Provide a consistent message with Marketing and providing a store design that is easy to shop and encourages increased sales and meets the core customer service expectations.

Communications Regarding this RFP

In order to ensure consistency and fairness in the proposal process, please direct all official communications regarding this RFP to the RETAIL DESIGN INSTITUTE team representative:

Reggie Reyes, RDI
Student Design Chair
PO Box 50175
Minneapolis, MN 55406
Direct 612.761.8466
Email: Reggie.Reyes@target.com

You are requested to refrain from any meetings, discussions, communications, or other means of correspondence regarding this RFP with any RETAILER employee without the express approval of the RETAILER team representative designated above.

Schedule and Evaluation Process

| | |
|---|-------------------------------|
| RFP Issue Date | October, 2009 |
| Final Program and Plan Web Release..... | January 2nd, 2010 |
| Submittal Due | April 12 th , 2010 |
| Judging..... | End of April , 2010 |
| Awards Notification..... | May 1 st , 2010 |

These dates are subject to change at RETAIL DESIGN INSTITUTE’S discretion.

Questions

RETAIL DESIGN INSTITUTE will be happy to answer all RFP-related questions that are submitted via e-mail to Reggie.Reyes@target.com or the Retail Design Institute's website Student Design Forum Page. Questions will be consolidated and answered to all potential partners via posting to the Student Design Forum. In the event that important clarifications, modification or additions to the RFP become necessary, all participants will be able to access those addendums on the RETAIL DESIGN INSTITUTE website (www.retaildesigninstitute.org).

Supporting Documentation

All materials and other documentation submitted with the proposal will become the property of RETAIL DESIGN INSTITUTE.

Partner Responses

Please submit your concept design proposal in a sealed envelope/box marked "Confidential", including all other requested data, addressed to:

Retail Design Institute Student Design Competition
c/o Reggie Reyes, RDI
Student Design Chair
PO Box 50175
Minneapolis, MN 55406

Responses must be received by 5:00 pm on April 12th, 2010.

Concept Design Selection

The design selected will be chosen for offering the greatest total benefit to C'Store Inc.

Selection Criteria

RETAIL DESIGN INSTITUTE is committed to selecting a design firm business partner who is the best possible overall fit. Below are the criteria that will be used to evaluate the potential design firm partners for Store Design and Prototype Development:

- Demonstrate the experience to understand the retail practices of a C'Store and translate that understanding into a design that is consistent with company goals.
- Demonstrate a Brand Development Concept that is conducive to Retailers Consumer research and positioning.
- Development of fixture designs and signage that are affordable, flexible, and durable.
- Demonstrate the ability to focus the design and attention to the scope of work determined.
- Demonstrate strategic thinking and experience in building design, interior design, fixture design, store layout, merchandising, and interior graphics.
- Ability to pull all the above elements together into a consistent message to the customer.

Notification of Candidate Partners

Winner students will be notified by phone by the judging chair. All Students who submit proposals and include a self addressed stamped enveloped will be notified in writing of the results of the judging and with a few constructive comments from the judges.

RETAILER BACKGROUND INFORMATION

RETAILER Company Overview

C'Store, Inc. has 20 years of experience being a provider of convenience foods and brand name commodity offerings in a clean, easy to shop, and time conscious neighborhood location. Retailer is a privately held company under the symbol "CSI" and is headquartered in Atlanta, Georgia, USA. Retailer serves the public with 600 combination stores/stations in 31 States and 53 stores in 3 providences in Canada. The company serves the 60% of households in major suburban communities by offering quality competitive gasolines, a selection of prepared hot and cold meals, made to order and self-service coffee, and world-class brands, all supported by a strong loyalty card program.

C'Store, Inc. competes with major retailers in the U.S. like; Kroger Co., The Pantry and BP, and in the Canada with; Tesco and Carrefour. Retail competes with numerous local or regional C'Stores and C'Store/Stations. Most Convenience stores saw modest sales in the past 2 years but gas company owned stores have seen major increases on the gasoline side of the business. The competition on the west coast has increased with the entrance of Tesco, however, even Tesco has recently announced slowing their expansion into the US market.

Positioning Statement

As an industry leader, C'Store Inc. provides its guest with the highest quality gasolines, and convenience for families and business travelers. C'Store Inc. offers gourmet coffee, prepared and made to order meals, selected national brands, fresh breads and donuts all in a convenient, clean and easy to shop environment. With our loyalty card, guest can expect value, relevant promotions, and member specials.

Store Format

Retailer, Inc. operates out of two store formats. The first in the US; 4700 square foot suburban 'Downtown' store located around Major Metropolitan areas in the South; Atlanta, Charlotte, and Houston, in the Midwest; Cincinnati, Chicago and Denver, and on the west coast: Portland, San Francisco, and Los Angeles. The second 'Interstate' format of 7000 square feet is located off of major east-west interstates corridors such as I-10 and I-70.

The new prototype is intended to compete in California and the Southwest with 'Downtown' stores in suburban neighborhoods outside of major cities that the Retailer stores is not currently represented in. If successful, key design elements will be rolled back into existing 'Downtown' and 'Interstate' locations. The new store planned for early 2011 will be 5,500 square feet and will be a new ground-up construction that will incorporate the full prototype with the intent to test the store size and all the design concepts. The Retailer intends to retrofit a second Retailer store with key elements of prototype and is planned to re-open in January or February of 2011.

The prototype design for a C'Store format with a gas station will be developed through this process and will be incorporated into the smaller 'Downtown' Canadian store formats, but is not part of this request.

The Business

Retailer last developed and implemented a new business program back in 2006 with mixed results. The add-on car wash program that was develop at the time was met with many operational and environmental issues and has since been omitted or turned over to an outside operator. The 'Café'teria' program of gourmet coffees, made to order and prepared meals has been a welcome addition and C'Store's Inc. would like to expand this offering. Localized community based promotional events, including car shows, farmer markets, and school fund raisers have been meeting with great results, but have not been instituted at the corporate level.

In 2011 the Retailer will be entering the last year of its four year restructuring plan. In 2008 the corporation decide to buy back all of the 150 franchised operations, by 2012 all stores will be company owned. On the opposite side, competitor BP has decided to franchise out the store operations, converting the BP Connect Concept to the AM/PM franchise concept. C'Stores Inc. believes that owning and running all their locations is an opportunity to further differentiate themselves from the competition. While still holding down expenses and capital plans, the initiatives continue to be focused on the basics such as; customer service, product categories, private label product, inventory levels, sales area productivity, marketing, additional product and service offerings, and pricing,. Building of new stores has slowed in 2009 as business models are being reevaluated and the Retailer store model is analyzed. By 2012 C'Store Inc. Marketing, Store Planning and Design, and Construction department will launch the brand and complete 45 new stores in 5 cities in California, New Mexico and Arizona

Retailer Background Information

CHECK THE RETAIL DESIGN INSTITUTE WEB SITE COMPETITION SECTION FOR OTHER REFERENCE MATERIAL ON CUSOMERS, BACKGROUND INFORMATION ON C'STORES STORES AND GAS STATIONS. VIEW AND PARTISAPATE IN THE STUDENT DESIGN FORUM FOR ADVICE, INSPIRATIONAL EXAMPLES OF C'STORE GAS STATIONS AND ANSWERS TO RFP QUESTIONS.

www.RETAILDESIGNINSTITUTE.org

SCOPE OF SUBMITTAL

The scope of services requested is as outlined below. The design firm is to provide a concept design inclusive of the deliverables below. RETAIL DESIGN INSTITUTE will select the Design that best meets the overall objectives. It is anticipated that the process will be divided into the following phases. (See appendix 'Z' for recommended syllabus/class schedule)

Programming:

The design firm in consultation with the Retailer, Inc. and any other persons or entities designated by the Retailer shall develop the program for the design prototype to ascertain the project objectives and requirements for the project. The design firm will indicate what data is necessary and Retailer will provide such data, given the data is available and on-hand. The design firm will review the project objectives and gain understanding of what areas of the prototype need to be addressed and what if any areas may be excluded from the design or only modified in some way. Through Retail Design Institute, C'Store, Inc. will provide limited market data, demographics, and customer research to be utilized by the design firm in this effort (see appendix 'Y' uploaded to the website on January 2nd 2010). In addition, it is recommended that the design firms utilize their own research and data as well as visit and review competitors or other retailers for proposing best practices ideas. The design firm will collect fixture requirements from the Retailer team and provide a comprehensive fixture program in partnership with the Fixture Design/Manufacturing Partner (To be selected).

Schematic Design:

The design firm will develop from the Program, the space plan for the prototype including conceptual design of the exterior and interior building elements, departments and layout, and merchandise areas. The design firm is to provide materials and methods to achieve the design intent. The scope of work includes review of brand positioning including branding elements and translation of brand attributes to the retail environment. However, the design firm is not being judged on the redesign the store logo or tag line. *Retailer has contracted with a marketing consulting company to develop brand packaging and review in-store signage.* The design firm's scope of work includes incorporating their initial ideas in marrying the interior signage, way finding, department signage, lifestyle graphics, pricing, and informational signage with the in-store marketing. The project judging will exclude evaluation of any the re-design of the exterior signs, bags, packaging, graphic manuals and policy statements. C'Store Inc. will provide information regarding merchandise assortment and adjacency planning for the design firm to utilize in the design of the store layout and merchandise areas (see appendix 'X' uploaded to the website on January 2nd, 2010). Fixture design will be limited in the Schematic Design Phase to indicating where features are planned, types of fixtures (conceptually) by department for merchandise presentation purposes. The final concept will be illustrated and presented for review and approval (with the professor) using whatever means necessary to convey the design intent before sending to the Institute.

Final Design Development:

Based on the approval of the Schematic Design proposal, the design firm will provide a detailed design indicating the following:

- Front elevation
- Interior finishes (scanned)
- Schematic backroom and service area layout
- Store layout and site plan
- Detailed departments indicating signage, fixture layout, fixture types and Design
- Rendering of key areas to best demonstrate the concept design
- Fixture design for key merchandise categories, including coffee.
- Ceiling lighting plan and fixture types (energy equipment/specifications, etc.)

The Design Development will be presented to the Retailer appointed committee, the RETAIL DESIGN INSTITUTE Judges, for approval. *After selection, the Fixture Design/Manufacturing Partner will provide the detailed fixture design drawings and approximate cost and lead times as part of this phase. The Signage partner will develop prototypes and layouts of the signage designed by the Design Firm.*

REQUIRED INFORMATION

Each concept design presentation submittal must provide the following minimum information to be evaluated as part of the selection criteria. Slides will be a single file, Adobe PDF Format:

Slide 1. **CONCEPT PHILOSOPHY:** Please provide an overview of your overriding concept and brand strategy. In your view, what are the top three critical factors for a successful business / design solution for a C'Store: a single paragraph (18pt font min.) with the three major key bullet points on the first slide of the PDF and as a separate file on the cdrom, 1000 words or less (letter size in Adobe .pdf format).

Slide 2. **DESIGN PROCESS:** Demonstrate your concept design development process through a collage of images, bubble diagrams, sketches and/or words, and as a separate file on the cdrom, 20"x30" 200 .jpg formats.

Slide 3. **FIXTURE PLAN and SITE PLAN:** Interior Plan of the store indicating storefront partitions and doors, location and area of merchandise, aisles, floor fixtures, furniture, displays, operating facilities, etc. with site traffic and parking with pump locations. Also include as separate files on the cdrom, 20"x30" 200 dpi .jpg formats. (1/8 inch Scale for Store fixture plan and 1/32' scale for the site plan)

Slide 4. **STOREFRONT ELEVATION and SIDE ELEVATIONS:** View from the exterior showing building design and signing. Elevations to be of the entire front and side of the building, canopy, and site, extending from the street level to the back of the site. Also include as separate files on the cdrom, 20"x30" 200 dpi .jpg formats. (1/4 inch Scale).

Slide 5. **THREE COLOR INTERIOR ELEVATIONS (MINIMUM):** Show the best elevations that communicates your concept. Also include as separate files on the cdrom, 20"x30" 200 dpi .jpg formats. (1/4 inch Scale).

Slide 6. **DESIGN REFLECTED CEILING/LIGHTING PLANS:** Indicate design features, general illumination and accent lighting. Also include as a separate file on the cdrom, 20"x30" 200 dpi .jpg formats. (1/8 inch Scale).

Slides 7 and 8. **TWO PERSPECTIVES (min.)** that best characterize the concept design, one rendering to be an exterior view of the Building and One Interior View from the entrance. Also include as separate files on the cdrom, 20"x30" 200 dpi .jpg formats

Slide 9. **COLOR AND FINISHES:** Scan or render all major samples. No real samples will be accepted. Also include as a separate file on the cdrom, 20"x30" 200 dpi .jpg formats

Slide 10.

INDIVIDUAL ENTRANT

Student Name, Years as a Design/Architecture Student, Mailing Address, Permanent Address, email address and Telephone Number. **SCHOOL** Name, School Address, School Official, Official Telephone Number **PROFESSOR** Name, Mailing Address, School Address, email address and Telephone Number.

GROUP ENTRANT

Student Names, Years as Design/Architecture Students, Mailing Address, Permanent Address, email address and Telephone Number. **SCHOOL** Name, School Address, School Official, Official Telephone Number **PROFESSOR** Name, Mailing Address, School Address, email address and Telephone Number.

Note: Slide 10 will be 'hidden' from our judges until the winners are selected.

STUDENT'S NAME AND SCHOOL INFORMATION IS NOT TO APPEAR ON SLIDES 1-9.

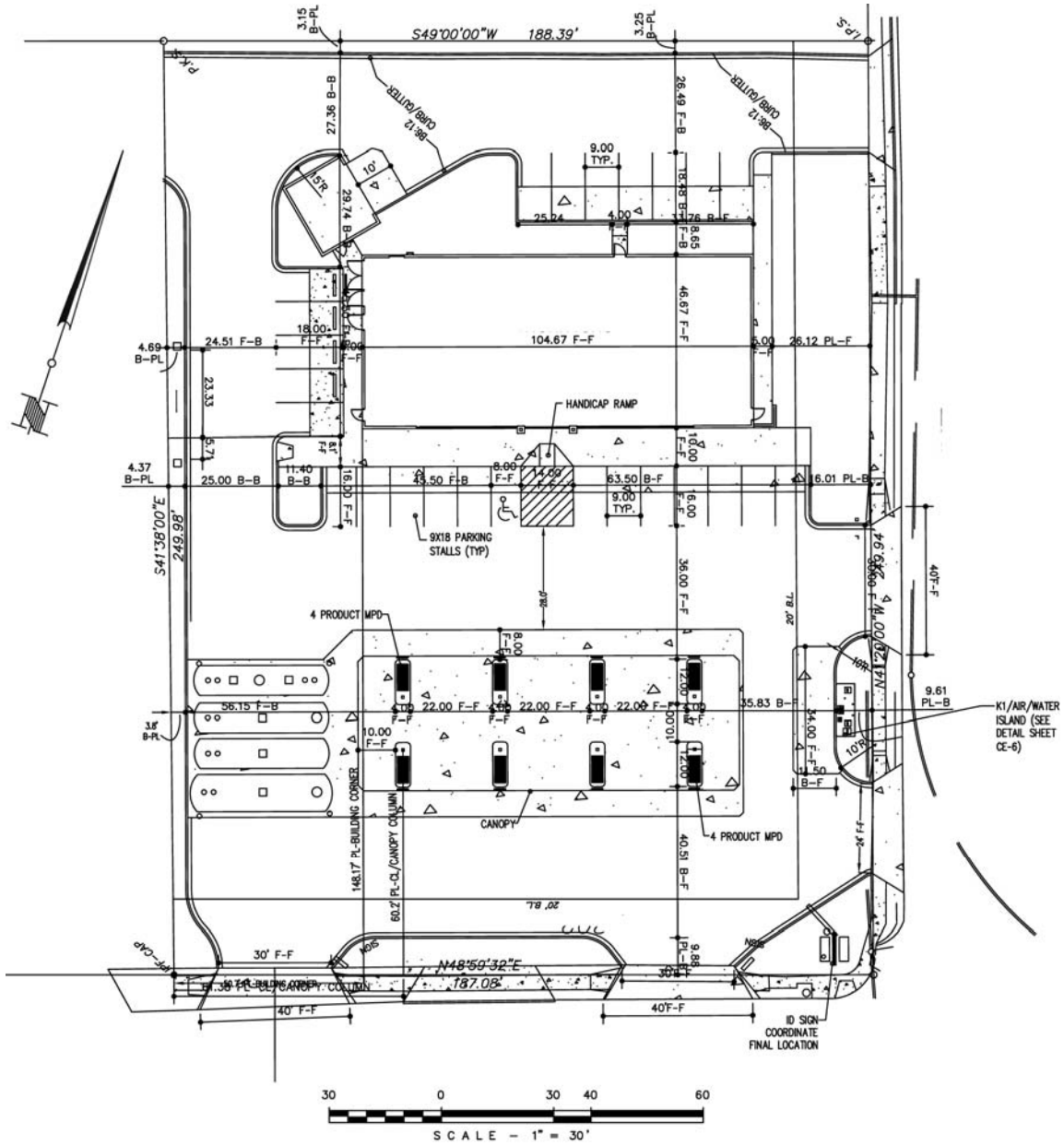
WRITTEN PROPOSAL REQUIREMENTS

Please include in your proposal the following information that will help us better familiarize ourselves with your firm and capabilities prior to the presentation.

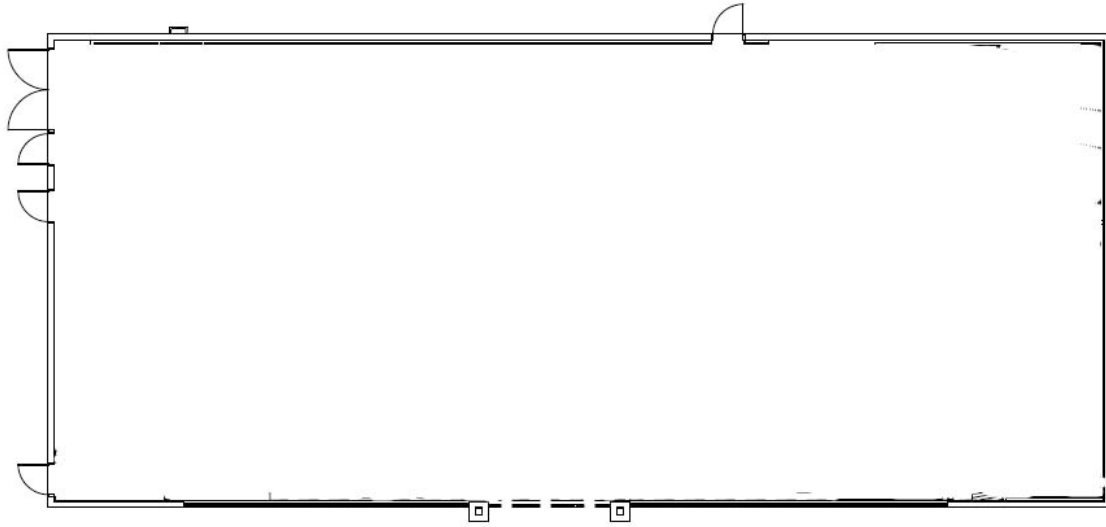
Each potential design partner must provide the following information within the RFP submittal to be evaluated as part of the selection criteria:

- *Business Philosophy - Please provide RETAILER with an overview of your management team. In addition, please present RETAILER with a summary of your company's Core Business Strategy. In your company's view, what are the top three critical factors for a successful business relationship with RETAILER?*
- *Design Process – describe the design development process your firm proposes to Retailer including all steps necessary and estimated time frames for each phase of the design. Also include the names or titles of the individuals from your firm and Retailer that would need to be involved in each step of the process.*
- *How many offices does your company operate from and where are they located?*
- *What services does your firm offer in house?*
- *What services does your firm utilize outside consultants for? If your firm is affiliated with any other companies provide the company name and what services they provide.*
- *Experience – Provide a statement of the retail design experience of your project team. Include a description of five completed projects that were similar in size and scope to Retailer's design project that were completed within the past three years. Provide a contact name for each project (may be included in your References List).*
- *References - Provide us with three RETAILER customer references of similar size and scope to Retailer Inc.:*
 - Company name*
 - Contact name and title*
 - City and State*
 - Phone Number*
 - Years serviced*
 - Services provided*
- *Financial Strength - Provide a copy of your company's most recent Annual Report or, if privately held, a copy of your most recent audited financial statements.*
- *Describe the quality program(s) within your company for measuring the design against the objective.*
- *Cost controls – How does your firm manage the cost of the design development? Describe your firm's process for cost estimating the prototype store including building, fixtures, finishes, and graphics, Demonstrate how your firm can help Retailer, Inc. develop a store that is lower in cost per square foot compared to previous prototypes.*
- *Post Implementation – describe your firm's post implementation process. What type of review does your firm provide? How does your firm determine if the project was a success?*
- *How many and in which countries/states/providences does your firm hold architectural registration?*

THE SITE PLAN



THE PROGRAM PLAN : 2008 Prototype shell (for reference only)



APPENDIX “Y” MARKET DATA, DEMOGRAPHICS and CUSTOMER RESEARCH

To Be Uploaded to the Retail Design Institute Website
(www.retaildesigninstitute.org) in January 2nd 2010

APPENDIX “X” THE SQUARE METER/SQUARE FOOT PROGRAM : 2009

To Be Uploaded to the Retail Design Institute Website
(www.retaildesigninstitute.org) January 2nd 2010

ONLINE ARTICLES

To Be Uploaded to the Retail Design Institute Website
(www.retaildesigninstitute.org) on January 2nd 2010

RECOMMENDED READING

To Be Uploaded to the Retail Design Institute Website
(www.retaildesigninstitute.org) on January 2nd 2010

COMPETITOR’S WEBSITES

<http://www.thepantry.com>
<http://www.ampm.com>
<http://www.tesco.com>
<http://www.sheetz.com>
<http://www.tatravelcenters.com/>
<http://www.turkeyhillstores.com/>

WEBSITE LINKS

<http://www.nacsonline.com>
<http://www.csnews.com>
http://en.wikipedia.org/wiki/Convenience_store

Confidentiality

This RFP and all materials submitted by RETAILER must be treated with utmost confidentiality. Specific information regarding this RFP should not be discussed beyond the partners’ team assembled to respond to this RFP. The content of this RFP is to be considered the proprietary information of Retailer and cannot be released to any outside party without the express written consent of RETAILER. Should there be a breach of this request for confidentiality or other restrictions identified in this RFP, the partner will be eliminated from consideration for this RFP.