

BULK PROPANE INSTALLATION DRIVES DOLLAR STORE GROWTH

CASE STUDY: INCREASING OVERALL PROFITABILITY THROUGH PROPANE SALES

CHALLENGE: How does a small retailer build incremental sales and profits within a limited budget?

SOLUTION: By partnering with AmeriGas a retailer converted non-revenue generating space into a scalable, turn-key propane sales engine.

RESULT: After less than 1 year, the Derry Dollar Stop, a small retail establishment, is projecting its overall business revenue to grow by over \$32,000.

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What the owner did not expect was the tremendous increase in store traffic.

When the Derry Dollar Stop opened, it didn't take long for Harrisburg, PA residents to begin visiting the store regularly for bargain products to meet their everyday needs. The store continued its initial success by partnering with AmeriGas and installing a bulk tank dispenser to begin reselling propane to local residents. As a one-stop-shop for everyday items, the Owner hoped to gain an additional stream of revenue outside of the store's preexisting offerings. What the Owner did not expect was the tremendous increase in store traffic and retail sales from these new propane customers each time they came in for a propane refill.

Not only did the Derry Dollar Stop average over 1,000 gallons per month in propane sales, it also generated an additional \$8,000 in increased store sales during the first 3 months of dispensing propane. The Owner is projecting an increase in its annual revenue by over \$32,000.

“Since AmeriGas installed the propane dispenser, we have increased our number of customers significantly. The foot traffic in our store has further boosted our sales and profits. I love how this offering is generating loyal, repeat and return customers,” says the Owner.

The Derry Dollar Stop needed a partner like AmeriGas to make this venture a reality. The AmeriGas team was well-versed in the licensing



and zoning codes necessary for a successful and seamless installation. "We were happy to be there every step of the way," said AmeriGas Account Manager Kristin Richards.

Following the successful bulk propane installation at the Derry Dollar Stop, the store worked with AmeriGas to extend its propane dispensing business by offering a cylinder exchange service and by selling brand new BBQ cylinders through the AmeriGas Cylinder Exchange (ACE).

AmeriGas is thrilled to be part of this partnership with Derry Dollar Stop that continues to deliver increasing sales volume, gross profit and satisfied customers.

WHY PROPANE

Propane is a clean burning fuel that is cost efficient and versatile, powering everything from patio heaters and kitchen stoves to forklifts and school buses.

SIDE BY SIDE COMPARISON: ELECTRIC vs. PROPANE

ELECTRIC		PROPANE
<input checked="" type="radio"/>	Lower Emissions	<input checked="" type="radio"/>
<input type="radio"/>	Efficiency	<input checked="" type="radio"/>
<input type="radio"/>	Energy Costs	<input checked="" type="radio"/>

EXCELLENT GOOD POOR

WHY AMERIGAS

AmeriGas is committed to keeping your business running smoothly. This commitment drives us to be the safest, most reliable and responsive propane company in the US. We partner closely with every customer to keep them fueled for growth.

KEY FACTS

SALES VOLUME:

1,000 gal/month (on avg.)

INCREMENTAL SALES:

\$2,600/month (on avg.)

EST. INCREASE IN ANNUAL REVENUE:

\$32,000