

## [APlus® Convenience Stores](#)

Sunoco APlus Convenience Stores are available at selected Sunoco gasoline locations all along the east coast of the United States from Massachusetts to Florida and west into upstate New York and Ohio. Customers looking for on-the-go snacks, beverages, and lunches can find them at APlus for a fair price, every day. APlus Stores are staffed by friendly employees who welcome you to come back every day for your morning coffee, afternoon pick-me-up, or always-needed groceries like bread, milk, and eggs.

Park right next to the store, or fill up your tank and only stop once for the things you need right now. Sunoco makes every effort to make your shopping experience positive by keeping stores clean and organized so you can get on your way in this fast-paced world.

In 2004, APlus became a proud sponsor of NASCAR and is the “Official Pitstop of NASCAR” and the “Official Convenience Store of NASCAR.” NASCAR merchandise and products are available at participating APlus locations.

**APlus Gas Convenience Store Business Opportunity:**

Sunoco APlus Convenience Stores are available at select SUNOCO gasoline locations along the east coast of the United States from Massachusetts to Florida and west into upstate New York and Ohio.

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**Proven Business Model**

Sunoco’s APlus innovative business model aims to provide a consistent set of standards and practices and utilizes the latest technology to ensure and promote efficient operation at your APlus location. High quality POP and traffic driving promotions, as well as strategically designed store lay-outs and plan-o-grams supported by extensive research and industry specific data, are just some of the benefits you’ll enjoy as an APlus franchisee.

**The Store**

Averaging between 2,400 and 4,100 square feet and with easy-to-navigate design layouts, APlus stores welcome customers with spaciousness, cleanliness and shopping ease. The large assortment of name brand merchandise positioned on the sales floor and in the cooler and the fresh food offerings catering to regional and national tastes make shopping at an APlus store a pleasure and a breeze. Participating APlus locations also offer a full range of other services, including ATM, Money Orders, Propane tank exchange, Lottery, and Pre Paid products such as gift cards, pre-paid cellular, and pre-paid MasterCard. In addition, seasonal and special promotional programs are offered throughout the year designed to increase traffic and sales at APlus locations. The APlus franchise complements the Sunoco brand and allows retailers to compete with non-traditional fuel operators.

**Experience**

Founded in 1985, with corporate roots formed in the early 1970’s as another successful convenience store chain, APlus has over 25 years of experience serving millions of customers. Today, Sunoco is proud to have over 800 franchised and company APlus stores in its family.

## Power Branding

As a well respected industry leader, Sunoco's distinctive brands set us apart from the competition. By combining Sunoco and APlus, two broadly recognized brands that consumers know and trust, you'll have the foundation for success.

## Quality Marketing Experience

- NASCAR exclusive c-store relationship\*
- Industry exclusive promotions
- Proprietary brands
- Distinctive store image
- High quality sign package Support Overview
  
- Marketing and advertising support
- Marketing research
- Specialized training systems
- Franchise consultants
- Building and décor specifications
- Sales planning
- Accounting and financial management assistance
- Feedback on your store's performance
- Advice on product mix Field Support

APlus franchisees have access to a full team of knowledgeable experts whose primary goal is to facilitate the franchisees' operation and management of APlus stores. Area Marketing Managers and Regional Sales Managers are available to support franchisees and help grow the brand, while Marketing Development Specialists may in some cases assist with real estate and site evaluation, site maps and construction designs. For general business consulting support, APlus franchisees consult with the APlus Franchise Marketing Manager and Regional Sales Manager, who are available to answer the franchisees' general operations and retail questions and to provide feedback and practical solutions. With corporate roots from the early 1970's as another successful convenience store chain, we offer a proud history of continued growth and a wealth of knowledge to assist our franchisees.

## Comprehensive Training and Support

APlus supports your business efforts and provides advice on your operational questions and challenges. While the Franchise Operations team assists you in keeping your business running 24/7, the Marketing Managers provide guidance and business consultation to help maximize revenue and operating efficiencies at your APlus location. Additional products and services offered by APlus include:

- Top selling, national brand snack foods, beverages, and cigarettes.
- Hot and cold eat on the go foods.
- Proprietary brands including:
  - Gulliver's Coffee
  - Chill Express Fountain Drinks.
  - Silver Eagles Cigarettes
  - Coffee varieties and Cappuccinos – many only available at APlus

- ATM services
- Money Orders
- Lottery
- Pre-Paid wireless, wireless re-fills, and Master Card gift cards
- Propane tank exchange