



7-Eleven Washington DC Hot Foods/Roller Grill Sales Analysis

Store # 34488, 957 H Street NE, Washington DC

Sales Floor (selling space) Analysis

Total Sales Floor Space: 2800 sq. ft. (approx)
Total Space for Hot Food: 9 sq. ft.
Total Space for Roller Grills: 18 sq. ft.
Hot Food/Grill to Total Ratio: >1%

SKU Analysis

Total # of SKUs available for sale: 1900 (approx)
Total # of Hot Food SKUs: 9
Total # of Roller Grill SKUs: 10
Hot Food/Grill to Total Ratio: 1%

<u>% of Sales Analysis</u>	<u>Store 34488</u>	<u>DC Avg</u>
Average Daily Sales \$ Total:	\$3,000	\$5300
Average Daily Hot Food Sales:	\$300	\$270
Average Daily Roller Grill Sales:	\$100	\$202
Hot Food/Grill % to Total Ratio:	13%	\$9%

Additional Notes:

- Store 34488 opened in August 2010. As the store becomes established and sales continue to grow, the % of Hot Food/Grill sales to total will continue to come down closer to the DC average as other category sales will grow larger in aggregate over food sales.
- We do not actually cook any food in a 7-Eleven store. All of our Hot Food and Roller Grill items arrive at the store fully cooked. Our Roller Grills and Hot Food oven simply heat the product for sale.
- SKU count and Selling Space ratios would vary less than 1 to 2% when comparing this store to the DC average.