

4 Effortless Ways to  
**Increase**  
Gas & Convenience Store  
**Revenue**



# Introduction

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Long gone are the days of gas and convenience stores being a quick stop for a snack and drink after fueling up ones gas tank. They are now a destination hot spot for consumers looking for more – from cosmetics, fresh flowers, prepared foods, a cup of soup or bakery item.

The value of convenience has never been higher with record sales in 2018. According to the National Association of Convenience Stores (NACS), sales hit an all-time 16 year high with a sales surge of 8.9% to \$654.3 billion. In-store sales only increased by 1.7% however. Part of this is attributed to rising fuel costs, but also partly due to soft in-store foodservice sales and a lack of new customer traffic. So the question becomes, how do gas and convenience owners improve their foodservice revenue and attract new customers?

Staying ahead of the curve is imperative in an industry as competitive as convenience retail. There is a new trend that forward-thinking retailers are grabbing onto to get ahead, drive strong traffic to store locations, and drive a whole new profit center. It's looking for ways to capitalize on e-commerce, a rapidly growing market showing no signs of slowing.





## How Gas Convenience Retailers are Capitalizing on the E-commerce Explosion

E-commerce has fundamentally transformed the way we shop. It's a \$3 trillion market to be exact and by 2021 it will be the single largest retail channel in the world. It's already outperforming supermarkets, grocery, and other brick-and-mortar stores. Soon, online orders will account for 16% of all retail sales throughout North America.

With reduced in-store traffic in 2018, and the ability to order food and groceries online, convenience stores are feeling the pinch of fewer cars on the road and stifled in-store foodservice revenue as mentioned earlier. This shift has, and will continue to force, retailers to adapt to changing consumer habits – or fold. There's no fighting the up rise of e-commerce. Instead, we believe convenience stores should be a part of it, and can do so without investing a cent to leverage the projected market potential.

# How You Can Leverage the E-Commerce Explosion

ShipperBee is launching an innovative, first-of-its-kind end-to-end delivery system designed to move parcels, from the exploding e-commerce market in a more efficient way – all while driving a whole new customer segment, ShipperBee drivers, to gas and convenience locations across North America.

Our drivers aren't couriers or haulers. They're regular, every day people – ranging from commuters, stay-at-home parents, students, retirees and rideshare drivers – who already drive by your store. Certified, background checked and rated drivers use the Hives as pick-up and drop-off points for parcels, like a baton in a relay.

## The Hive Transfer Mailboxes:



### Drive traffic to your store

Our Drivers are directed to your location to more parcels - more traffic means more sales.



### Increase fuel sales

Drivers will be at your location - chances are they will fill up on their way!



### Increase convenience sales

Captive audience that's perfect for "grab & go" items like beverages and snacks.



### Create a new profit center

We pay you for every parcel that moves through the boxes at your locations.



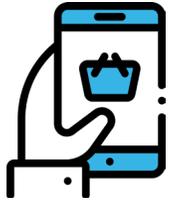
### Offer promo ads

The Hive contains billboard space allowing you to place high-impact offers to influence consumer purchases.



# How it Works:

ShipperBee's Hive Transfer Mailboxes are pit stops along a parcel's journey from shipper to receiver. Each parcel that passes through the box represents two drivers: one to drop off the parcel and another to pick it up. One parcel draws two prospective gas and convenience store customers to your locations.



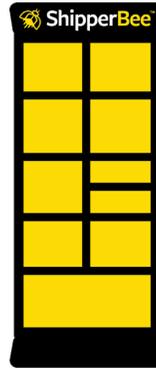
## Order Placed

Customer places a pick-up request for parcel delivery.



## Locate Pick-up Driver

A certified, background checked and rated driver is located and picks up the parcels.



## Deliver to Hive

The pick-up driver takes the parcels to the first Hive, a secure, Wi-Fi connected transfer point.



## Transfer Across Network

Once on route to its final destination, the parcel passes from driver to driver and Hive to Hive, like a baton in a relay.



## Deliver Parcel

The last driver delivers the parcel safe and sound to the customer's doorstep and sends photo confirmation.

# Why Host the Hive?

ShipperBee's goal for Hive Hosts is increased traffic to your stores. Our drivers will be directed to your store locations to move parcels – more traffic means higher potential for new revenue from new customers and loyalty members.

Still not convinced? Here are four great reasons every gas and convenience retailer should host Hives.



## 1. New, Passive Profit Center

Just as you strive to provide convenience to your busy customers, ShipperBee aims to make hosting the Hive effortless for busy retailers. We install the box for free and pay you every time a parcel passes through it.

There are no monthly fees or other ongoing costs, so these parcels represent pure profit to gas and convenience store owners. It's an entirely new revenue stream.



## 2. More Fuel Revenue

Unlike other shipping enterprises, ShipperBee drivers aren't professional couriers who visit dozens of drop boxes a day. They aren't hitting up every gas station in town. Remember, they're regular, every day people – ranging from commuters, stay-at-home parents, students, retirees – who already drive by your store. When it's time to fill up, they'll go to the most convenient pump and wait until their next parcel pit stop to refill their gas tank: yours. More cars at the pump generate higher revenue for the 80% of convenience stores who sell motor fuels. ShipperBee drivers are primed to become regular customers. All you need to do is make a great first impression.





### 3. More Convenience Store Sales

The morning and evening commutes are peak times for convenience store sales, and also happen to be when most ShipperBee drivers stop at the Hive. They're off the clock and are a captive audience that's perfect for "Grab & Go" items like beverages, snacks or prepared foods for breakfast, lunch and dinner. The Hive Transfer Mailbox gives them a reason to choose your store over your competitors'.



### 4. New Promotional Advertising Space

Available on every Hive are prime advertising spaces allowing you to place high-impact offers to influence our drivers to take an action. Place an invitation to join your loyalty program, take advantage of special in-store offers, or a place call to action to make an impulse purchase. Whatever your latest campaign and promotion is, our drivers will be exposed to it every time they visit your Hives.

If you want to tap into our network and a whole new audience segment that will drive new revenue, visit [www.shipperbee.com](http://www.shipperbee.com) to learn more.

# Ready to Increase Revenue?

The Hive is an effortless, investment free way to get more vehicles to the pump and more customers to the convenience store counter. One that also pays you for every parcel that passes through the Hive. Why? Because our retail partners are the backbone of our network, and we want to make hosting the Hive as simple, rewarding and uncomplicated as possible.

