

Convenience Stores in the US – PEST Framework Analysis

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Abstracts

There is no one single definition of convenience from the retailers, manufacturers and industry groups, although 'meeting shoppers' needs' as a definition is encouraging. On any given day, up to 100 million Americans visit a convenience store. Some locations serve a couple hundred customers per day, while others exceed 2,000. Convenience stores are the fueling center of choice. It is estimated that about 60% of the gasoline sold in America is sold through convenience stores. With motor fuel sales accounting for 61% of the industry's total sales, it's plain to see why at least three-quarters of existing convenience stores now sell gasoline and 95% of new ones include fuel pumps.

Aruvian's R'search analyzes Convenience Stores in the US in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

Contents

A. EXECUTIVE SUMMARY

B. INTRODUCTION TO THE INDUSTRY

B.1 Industry Definition

B.2 Industry Profile

B.3 Future Outlook

C. PEST FRAMEWORK ANALYSIS

C.1 Political Aspects

C.2 Economic Aspects

C.3 Social Aspects

C.4 Technological Aspects

D. GLOSSARY OF TERMS

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