



NATA UPDATE

A quarterly publication of the National Alliance of Trade Associations (NATA)

Know the Rules of Your Purchasing Agreements

NATA and its 12 trade association members work hard to negotiate strong purchasing agreements with major vendors. By bringing its members together as one, NATA can leverage their purchasing power to ensure convenience stores big and small across the country have access to the best pricing on the goods they need to run a successful business.

Vendors are businesses, too, and they also benefit from these purchasing agreements. When you agree to participate in a purchasing agreement and take advantage of the benefits it offers, you also agree to follow the rules and requirements of the agreement. These may include the following:

- **Purchasing requirements.** Purchasing agreements may require you to purchase a minimum amount of goods within a set period of time.
- **Display requirements.** Vendors want you to display their goods prominently on shelves so they attract customers' attention, leading to increased sales.
- **Promotion requirements.** When vendors create a special promotion for their goods, they expect your store to participate.

When members follow the contract guidelines, they help strengthen NATA's position in the future when it comes time to renegotiate the contract. Ultimately, this may result in lower prices, better rebates, and an improved bottom line for your store.



Published quarterly, the *NATA Update* fosters greater collaboration among NATA's 12 trade association members. Each issue highlights the work and accomplishments of NATA and its members and provides timely, meaningful, and relevant industry information.

Thank you for your continued support of NATA and its members. If you have any feedback or suggestions for future issues, please email them to info@natausa.com.

—Shaila Abdullah, Editor-in-Chief

EDITOR'S NOTE

NATA members represent more than 4,000 independent retail stores with over \$2 billion in total sales per month and some 20,000 employees.



A Clean Store Is a Successful Store

Research shows that almost half of all convenience store customers are in and out with their purchase in three minutes or less. That may not seem like very long, but you'd be surprised what a customer can notice in that amount of time. And as the saying goes, image is everything.

If you haven't taken a good look at your store lately, now is the time. Ask yourself some key questions: Is my store inviting? Is there room for customers to move around without running into anyone else? Are my shelves neat and my aisles free from clutter? Is the bathroom clean?

By maintaining a visually appealing environment, you're creating a welcoming space for customers, who will enjoy shopping at your store. That will lead to repeat business and drive an increase in sales. Customers already choose your store because of its convenience; now they will choose your store because of the experience.



Photo courtesy: Walt UNKS / BH Media

96%
of consumers rank cleanliness ahead of menu choices

Aga Khan Museum Recognizes NATA for its Support

NATA has been a key supporter of the Aga Khan Museum throughout the years. The association has donated more than \$250,000 to the museum since 2015.



Photo courtesy: The Aga Khan Museum and NATA staff

Established in 2014, the Aga Khan Museum in Toronto, Canada, is the only museum in North America dedicated to the arts of Islamic civilizations.

Featuring a breath-taking building designed by Pritzker Prize-winning architect Fumihiko Maki and a permanent collection of more than 1,000 objects as well as a variety of temporary exhibitions, the museum strives to educate and inspire its visitors.

NATA has worked to connect the museum to potential supporters by taking executives from major companies, including Coca-Cola, Gatorade, and US Foods, to visit the museum.

On September 21, Prince Ayn Mohammed Aga Khan recognized NATA for its support of the Aga Khan Museum at the second annual Lapis Ball. More than 350 supporters and sponsors from around the world attended the event, which celebrated the museum's fourth anniversary.

In addition, NATA's name is featured on the Aga Khan Museum Donor Wall, which was unveiled on November 22.

News From NATA Members

The 12 trade associations that belong to NATA are all thriving organizations with their own goals and accomplishments. Here’s a quick look at some recent news from two NATA members.



8,000
square feet of
space at the new
TTA home

1 A New Home for the Tri-State Trade Association

This spring, the Tri-State Trade Association (TTA) will be getting a new address. The organization, which represents more than 350 gas stations and convenience stores in Arkansas, Mississippi, and Tennessee, is constructing a new office building in Memphis.

The 8,000-square-foot facility will be half office, half banquet space. TTA plans to rent out the banquet space for additional revenue. Jamati events may use the space for free. TTA also plans to host its town hall meetings at the new headquarters.

TTA worked with broker Barry D. Maynard to purchase the site of the new building. Maynard noted that members will be able to host employee trainings in the building.

“This group is run by some of the smartest pioneers in the c-store industry, and what better of a way to see the smaller operators—non-public companies—achieve the dream,” Maynard told the *Memphis Business Journal*.

Construction is expected to be complete in March.

2 Alabama Merchants Association Helps Feed the Hungry

Based in Birmingham, the Alabama Merchants Association (AMA) prides itself on its strong community and ethical values. AMA demonstrated its commitment to the community last Thanksgiving, when it partnered with the Jimmie Hale Mission to serve Thanksgiving dinner to those in need.

The Jimmie Hale Mission was founded in 1944. Today, it offers a number of services and programs, including a homeless shelter for men, a shelter for women and children, recovery programs, learning centers, and thrift stores.

The nonprofit serves three meals a day at its men’s center, and Thanksgiving is one of its busiest days of the year. The AMA Board of Directors and staff members were among the hundreds of individuals who volunteered their time to ensure those less fortunate were still able to enjoy a delicious meal. The AMA team visited the Shepura Men’s Center to help serve Thanksgiving dinner, which included turkey, dressing, green beans, yams, cranberry sauce, rolls, and pie. AMA also donated \$2,000 to the organization.

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NATA Members Mentor Colleagues in Tajikistan

In October, a group of NATA members traveled across the globe as part of the Tajikistan Entrepreneurship Development (TED) Project. The purpose of the visit was to create alliances and share knowledge on best practices and governance to help convenience store and gas station owners grow their businesses.

The team met with the Tajikistan National Council president, National EDP chairman, AKDN ambassador, and Khorog Business Association. The TED team also toured a number of convenience stores and gas stations and learned about their owners' future plans.

In Khorog, a gas station called Oriyon has a high volume of sales but does not have a convenience store. The owner wants to rebuild his 400-square-foot gas station and expand it into a convenience store with a café and auto repair shop. Another entrepreneur near the University of Central Asia is building a convenience store from the ground up. Many of the area businesses are only gas stations.

The team members noted that there was an opportunity to help these colleagues develop their businesses into all-in-one gas stations/convenience stores. They also spoke with them about coming together to leverage their buying power and exporting products they have in abundance, such as mulberries and yak meat.

NATA plans to continue to support the TED Project through financial assistance and a mentorship program. The organization also is looking into creating a tourism package that would allow members to personally discover the rugged natural beauty of Tajikistan.



176
total number
of gas stations
in Tajikistan

OPPORTUNITIES AND CHALLENGES



Adding convenience stores to current sites and building some sites with a complete convenience store/gas station concept



Coming together to purchase fuel and gasoline



Exporting products that are in abundance (such as mulberries, buckthorn oil, and yak meat)

