



**MIKE LAWSHE**  
President  
Paragon Solutions



**AUSTIN BURNS**  
Business Development  
Paragon Solutions



**KC COOK**  
Founder & President  
PIX



**JED BREWER**  
President  
Study Groups

## **C-store Insider: Self-checkout Implementation and Card Processing Industry Secrets**



## Implementing Self-Checkout: Getting It Right

### Today's Insights:

- How Technology can affect your design approach for both NTI and remodels.
- Best practices for incorporating self-checkout into your stores both physically and operationally.
- Pulling everything together and building a brand that resonates with your clientele.





**design** done right  
it's more than a store design  
it's an experience that drives sales

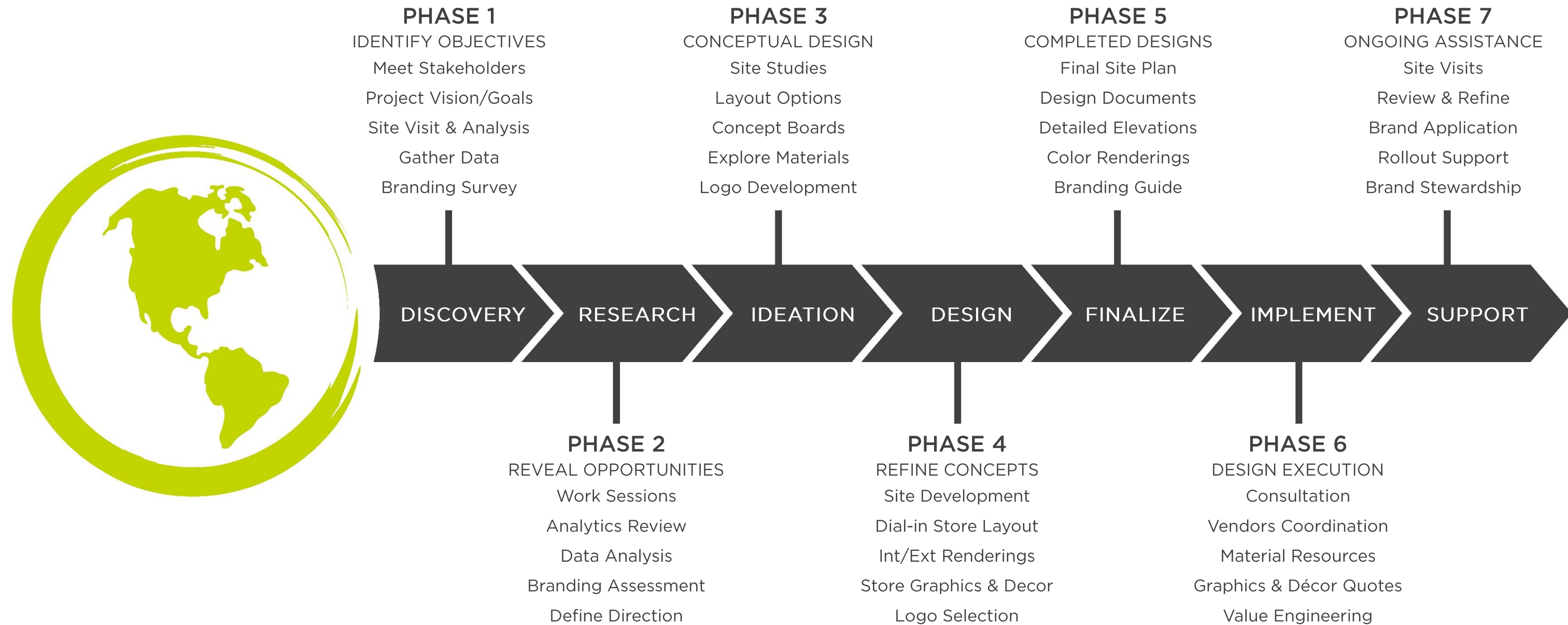




Ready. Shoot. Aim

# Paragon Process

OUR PROVEN KEY TO SUCCESSFUL DESIGN







Let's look a little closer...  
What does the data say?



**Six in ten** are now considering C-Stores when hungry for fast food, placing them nearly on par with popular QSR brands.



More than 60% of consumers indicated they would visit a c-store more often if drive-thru's or curbside pickup options were available.





80% of shoppers prefer a non-traditional checkout. Among those, 66% said **self-checkout** experiences were the ones they were most interested in.





# TECHNOLOGY + STRATEGIC DESIGN

- Self-Checkout is not a new concept anymore, it's expected.
- If you haven't already, start developing your own food service program.
- Consider Implementing Drive-Thru, Curbside Pickup Options.
- Loyalty & Mobile Apps

A stylized graphic on the left side of the slide. It features a light green silhouette of the world map, showing the continents of North and South America. Overlaid on this is a larger, semi-transparent green arc that represents a portion of a globe, with a thin white line indicating a latitude or longitude. The background of the entire slide is a light blue gradient.

# Self-Checkout: Getting It Right



# C-Store





# Travel Center







## BUILDING A BRAND

LOCATION: PRAIRIEVILLE, LA

TYPE: Market, Fuel, & Food Service

TARGET: Locals, Commuters, Families, Foodies

2023 CStore Decisions  
BEST NEW STORE  
DESIGN AWARD  
**WINNER**



BRAND DIFFERENTIATORS:

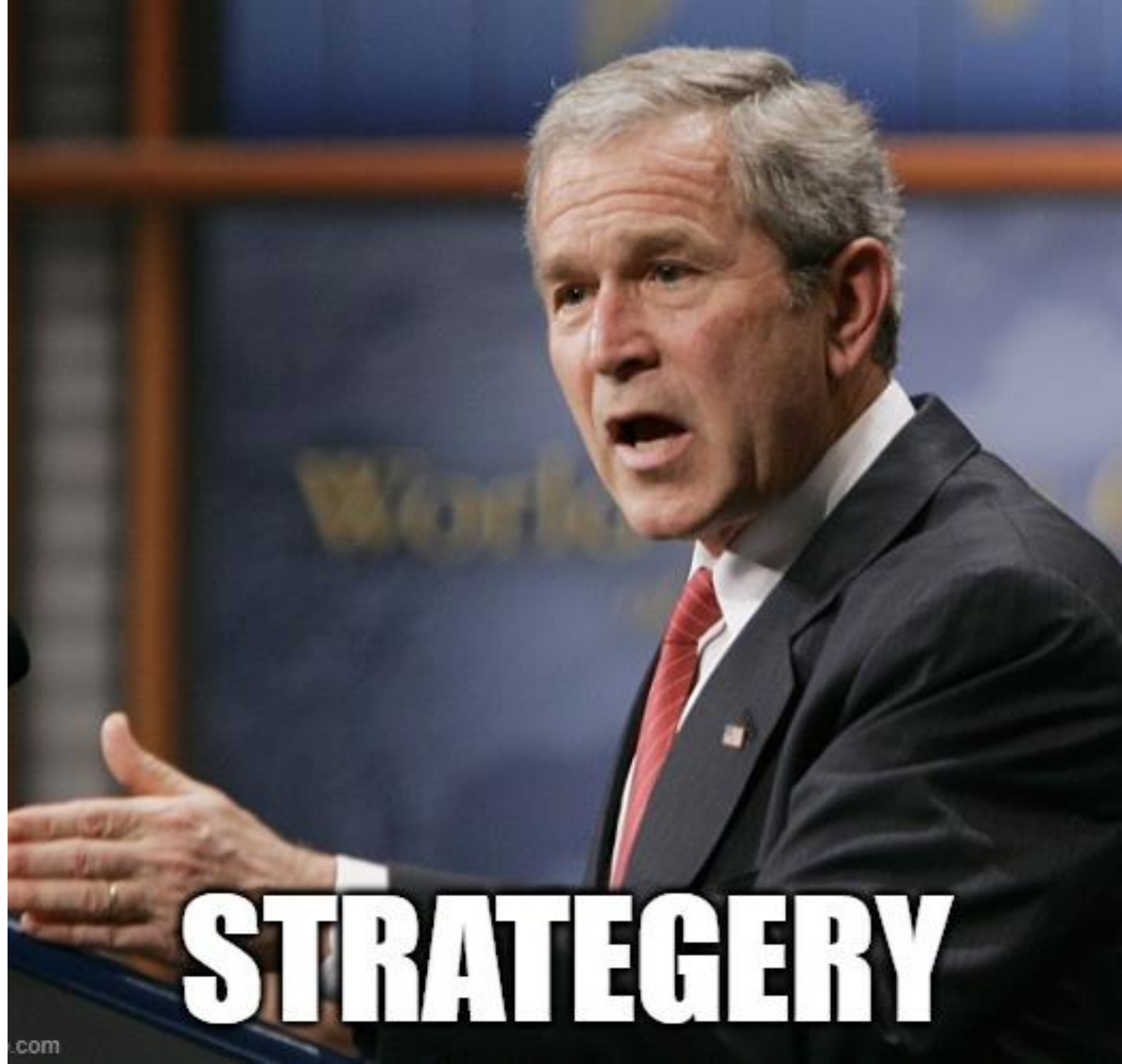
- Self Checkout (Future)
- Made to Order Food
- Brick Oven Pizza
- Rotisserie Chicken
- Bean 2 Cup Coffee
- Beer Cave
- Drive Thru
- Curbside Delivery
- Indoor & Outdoor Seating
- Touchless Restrooms
- Fresh Produce
- Specialty Foods



# Strategy

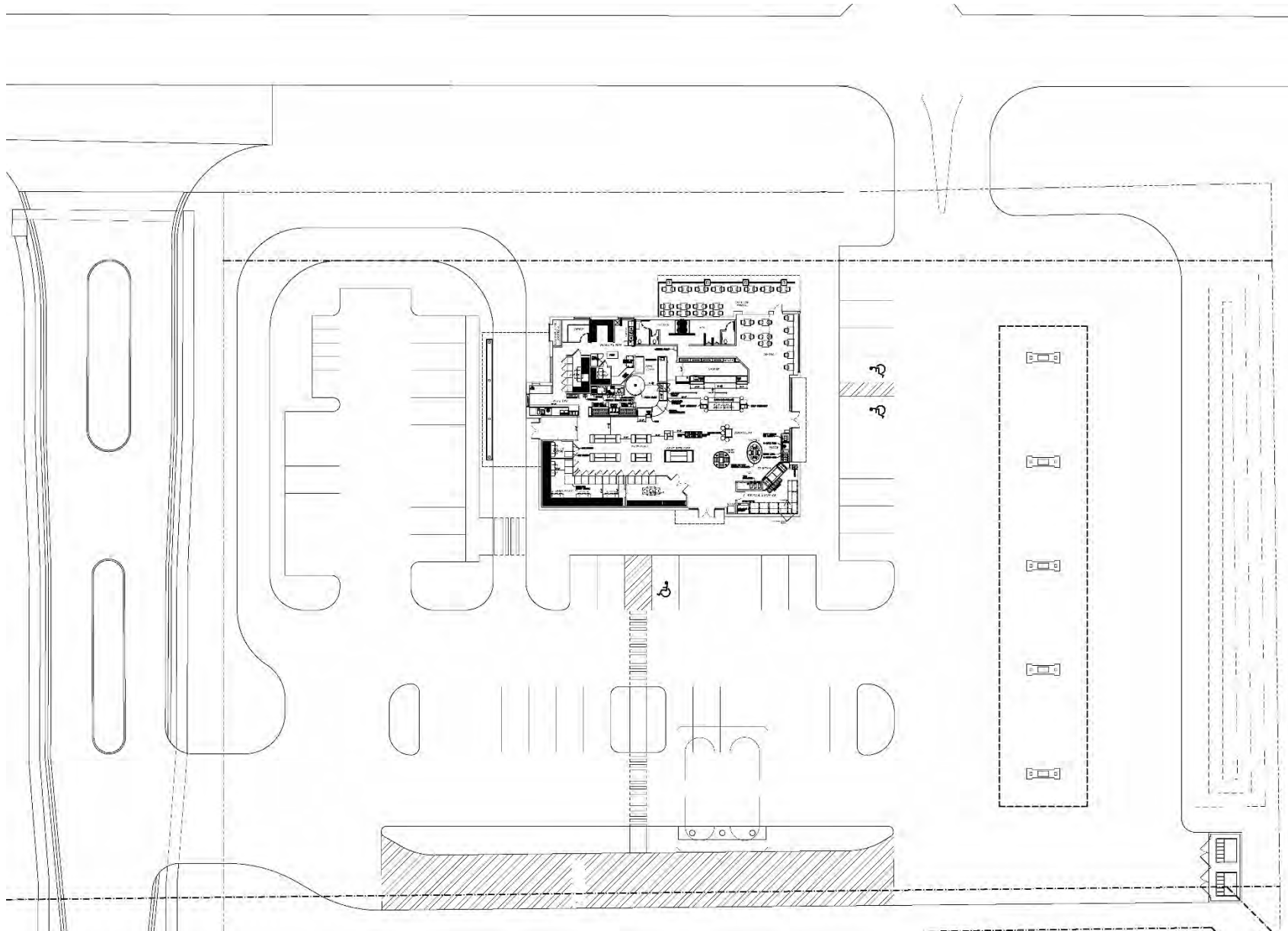
- Creating a Food Program is not Easy or Cheap.
- Drive Thru and Curbside Pickup are not ideas that you “try”.
- Self-Checkout is not plug and play.

**Take your time, work with the right people, and develop a strategy that makes sense for your culture and your customers.**

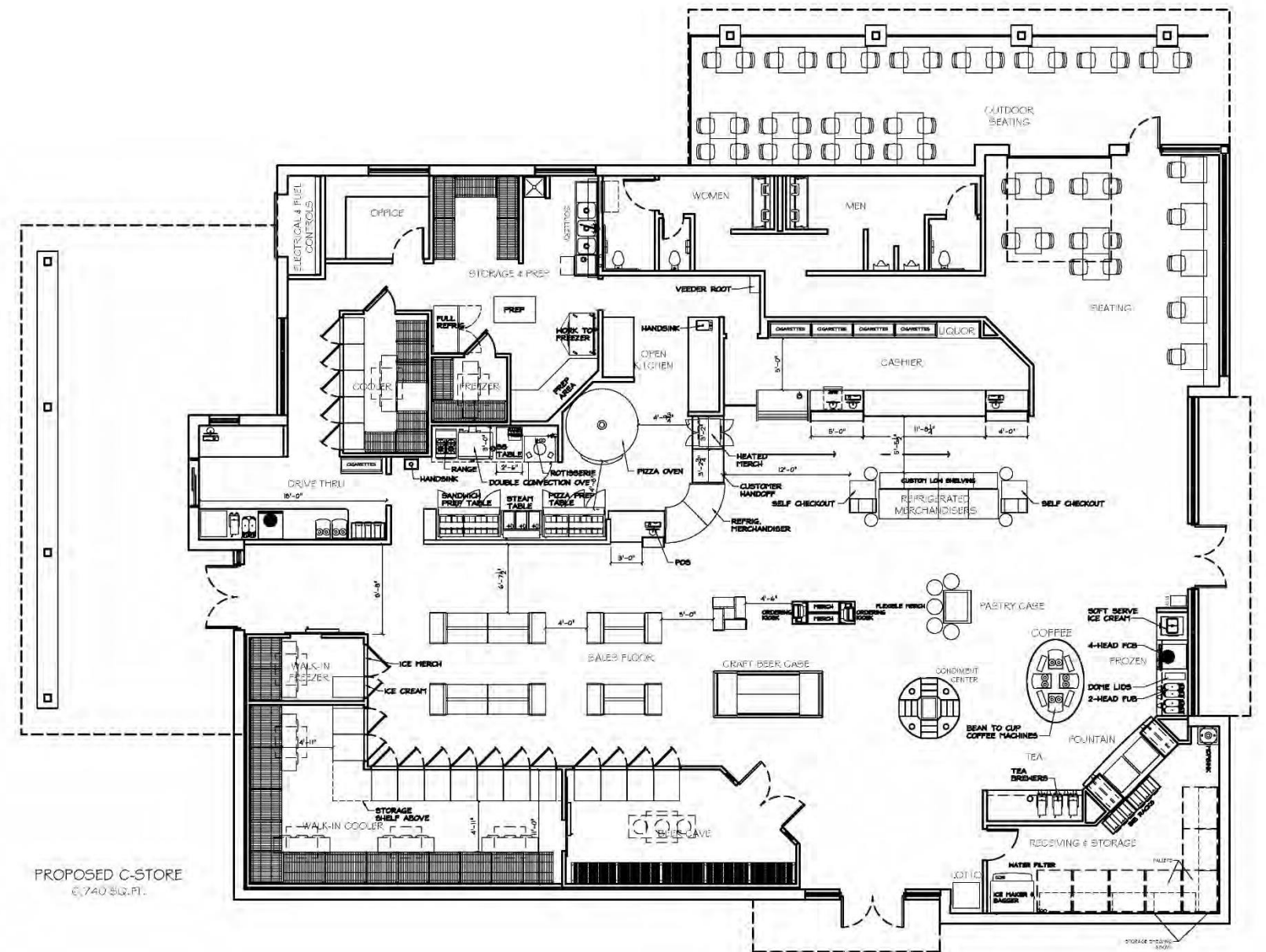




100



## SITE DESIGN



## STORE LAYOUT







FOOD THAT CAN COMPETE





# BRAND LOYALTY



## SKIP THE LINE ORDER ONLINE

**SAVE  
10%**  
ON YOUR FIRST  
ORDER



VISIT OUR WEBSITE OR  
DOWNLOAD OUR APP



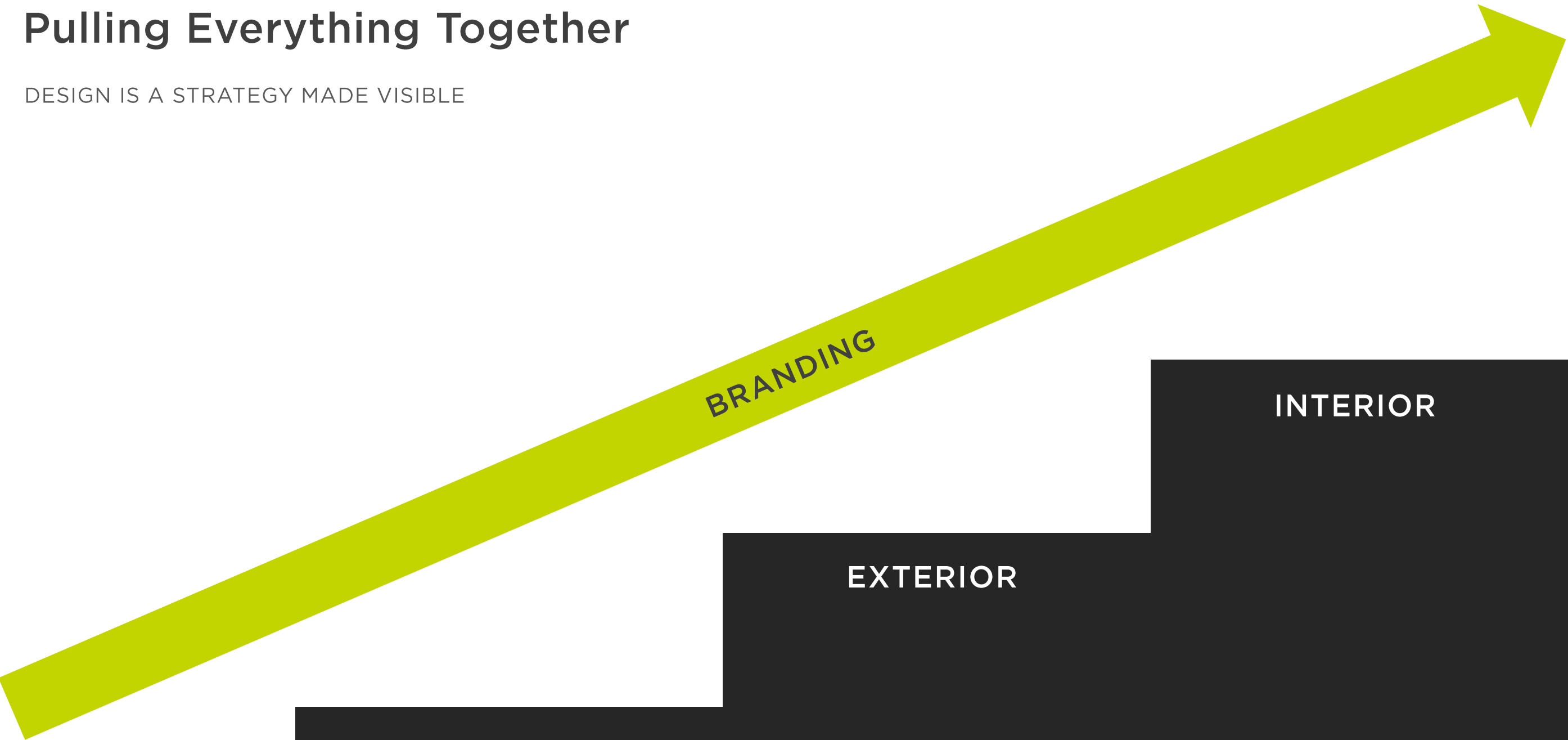
**Roaster's**  
**M A R K E T**

DIGITAL BRAND CONCEPTS



# Pulling Everything Together

DESIGN IS A STRATEGY MADE VISIBLE



SITE PLAN

LAYOUT

EXTERIOR

INTERIOR

GRAPHICS





# Questions?



Mike Lawshe  
mlawshe@paragon4design.com  
682-350-9121



Austin Burns  
aburns@paragon4design.com  
682-350-8960

Website: [www.paragon4design.com](http://www.paragon4design.com)