

Fountain Drink Size, Price and Flavor Options at Competitive Gas Stations within Two Miles of the University of North Texas:

A Feasibility Report



Prepared For TECM 2700

Prepared By
Aaron Looney, Raul Salvador,
and Elijah Guthrie

April 2013

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Executive Summary

The Texas heat makes many people thirsty. It is natural to want to run into a gas station to grab a refreshing fountain drink. This report examines the price, flavor, and size options at three competitive gas stations within two miles of the University of North Texas, so that UNT students can save money, and get the perfect flavor combination to quench their thirst.

The study was narrowed down to RaceTrac, QuickTrip, and Seven Eleven because they offer the most flavor and size options with competitive prices.

After an examination of all of the fountain drink options and prices at the three gas stations. We concluded that QuickTrip offers the most flavor options at the best prices.

Introduction

This study will benefit the Students of University of North Texas. College students are always looking for ways to save money and a large percentage of student's money goes straight into their gas tanks. While this isn't going to help their cars get better gas mileage it will help them to make a better decision when it comes to their quenching their thirst. We intend to provide UNT students with the best place to buy a fountain drink from. Since getting the car filled up is a part of almost every college student's life, we narrowed down places to get these fountain drinks to the three large gas station chains within 1 mile of the campus. The three major chains that we test are 7 Eleven, Quicktrip, and Quicktrack. To help the students get the best value we will compare the three chains on several different options. First we will compare how many drink options each has. This not only includes what drinks they sell from a fountain but also the addition "flavors" you can add to your drink. Second we will look at the sizes of drinks offered in each store. How big or small of a drink you can get, and the price of each size. Sometime a student may want 444 oz of soda other times they many want 20 oz. Where should they go? Lastly we will take the most common cup size (32oz) and see how much each chain charges for each oz. These tests will help to find the best gas station chain to recommend for UNT students to use.

Methods

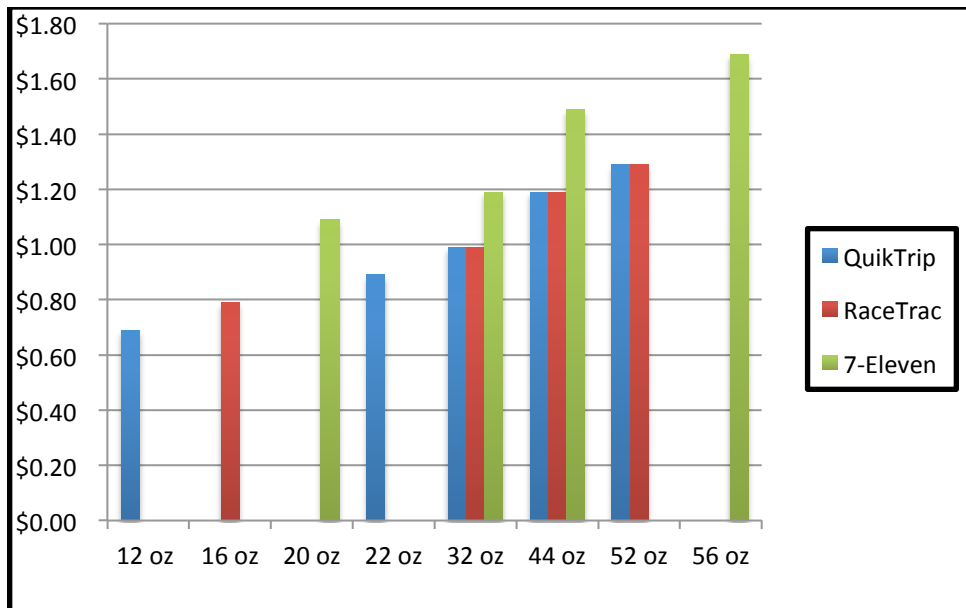
We will gather the information about each station by going into a branch from each chain. Each of the three branches must also be within 1 mile of The University of North Texas's campus. In each branch we will record the number of flavors each branch has on tap in a fountain machine, the number of flavors= additives each has, the sizes each branch offers, and the prices of all the sizes offered. Then our team will get together to compare all the numbers gathered in order to determine which station is the best value for a student.

Results

Fountain drink Sizes/Prices								
	12 oz	16 oz	20 oz	22 oz	32 oz	44 oz	52 oz	56 oz
QuikTrip	\$0.69	X	X	0.89	0.99	1.19	1.29	X
RaceTrac	x	\$0.79	X	X	0.99	1.19	1.29	X
7-Eleven	X	X	\$1.09	X	\$1.19	\$1.49	X	\$1.69

Flavor additives			
	Vanilla	Cherry	Lime
QuikTrip	✓	✓	✗
RaceTrac			
7-Eleven	✓	✓	✓

Number of flavors	
QuikTrip	22
RaceTrac	
7-Eleven	16



Recommendation

From the information we gathered from each gas station on their fountain drink prices we have come to the conclusion that both QuikTrip and RaceTrac have similar prices and 7-Eleven had the highest prices. Even though QuikTrip and RaceTrac have the same prices QuikTrip has more sizes available and offers both plastic and Styrofoam cups. 7-Eleven had less sizes and flavors but did have the largest size, which is the Big Gulp at 56 oz. The two constant sizes between the three were the 32 and 44 oz. but the 32 oz. was the most popular out of the two. Comparing the three gas stations on price, flavor choices, and size we recommend going to QuikTrip is the smartest stop within two miles of the University of North Texas.