

ARA VENDOR PACKAGE

2023



**ATLANTA
RETAILERS
ASSOCIATION**



I. Mission Statement

"Our mission is to maintain a sound, sustainable, and exemplary association for our members while working together for economic and educational development anchored in the principles of ethical practice, which support the community at large. Our chief goals encompass strengthening the association through unity, benefiting our members through lucrative deals, and benefiting our Atlanta community through charitable support and outreach."

II. Who We Are

Atlanta Retailers Association is an organization comprised of individuals who came together as a result of sharing a common faith and owning or operating convenience stores within the state of Georgia. From humble beginnings in 1995, today ARA has grown to an Association of over 1,000 retail stores stretching across Georgia, primarily in the Atlanta area. Atlanta Retailers Association is governed by its By-Laws and managed by the Board of Directors (BOD), voluntary members of the Association who are elected by the members for their expertise. The elected board has a strong potential in sustaining and growing the organization ethically and working for the greater benefit of its members. Most importantly, ARA takes great pride in the continuous charitable efforts put forth by our members and directors, as it is a true testament of our loyalty and dedication to empowering our Atlanta community.

III. History & Overview

On November 5th, 1995, a small yet ambitious group of hopeful business owners exchanged ideas to form a collaboration entitled Atlanta Retailers Association. With very limited funds and dreams which seemed out of reach at the time, they sat for countless hours to create a set of By-Laws to govern the association and began a campaign to encourage other small business owners to join ARA. In May of 1996, ARA signed its very first deal with the beverage giant, Coca-Cola. This collaboration with Coca-Cola truly symbolized the beginning of ARA's growing position in the competitive market of Atlanta convenience stores.

Over the years, ARA has grown to form business relations with vendors such as Frito Lay, PepsiCo, Lance, Dr. Pepper Snapple Group, etc. In addition, ARA has been a key player in forming other business entities such as Apex Health Clinic, Platinum Federal Credit Union, and the National Alliance of Trade Associations. In the past 22 years, Atlanta Retailers Association has established itself as one of the largest retail associations in Georgia with over 1,000 retail stores such as convenience stores, dry cleaners, fast-food restaurants and jewelry stores.

Also, over the years, ARA has formed a very strong relationship with NACS, the Association for Convenience and Petroleum Retailing as well as GACS, the Georgia Association of Convenience Stores. GACS has seen our growing power and definitely holds ARA in high

regards to the convenience store industry. In fact, in the 2006 Atlanta Business Chronicle article, Jim Tudor, the President of GAGS mentioned ARA and stated, "I suspect a large number of nonchain convenience stores, a group that is greater than 90 percent of all convenience stores, are members of the ARA."

IV. Community Involvement

At ARA, we wholeheartedly believe that a community is a close-knit family which grows together, helps each other, and truly moves forward as a whole. The Members and Directors of Atlanta Retailers Association have always attributed their success to the Atlanta community and therefore, whenever the opportunity arises to give back, we never fail to meet the challenge. We consider ourselves very fortunate to be members of the Atlanta family and as such, we sincerely take pride in being able to help organizations such as the Children's Miracle Network and the American Red Cross.

Aside from making personal donations, our members have engaged in taking a hand-on-approach to raising funds for numerous charities and disaster relief efforts. Following the disastrous Asian Tsunami in 2004, all ARA members took an active role by keeping donation boxes at all of their businesses in order to raise more funds for the victims. CEO Timothy English, of the American Red Cross, acknowledged the members and genuinely thanked the Association for providing immediate assistance to victims of the disaster.

Similarly, ARA was very fortunate to play a role in helping the Neuroscience Center at the Children's Healthcare of Atlanta. Children's Healthcare of Atlanta is a true beacon of love and support to thousands of children in our community who need medical attention. Being able to help those children was truly a pleasure for ARA and we hope to continue the tradition through the years ahead.

As much as our members give back to the local community, they also provide a great deal of support and donations globally. For over 10 years, ARA has been an avid supporter of *Partnerships in Action*, a global initiative aimed at alleviating poverty in the Third World while building an infrastructure of higher education, better health services, rural development, and civil society. ARA has not only made monetary contributions to *Partnerships in Action*, but we have been able to raise funds and receive donations from our Vendors.

V. What does the future hold for ARA?

We, as the Members and Directors of ARA, hope to continue the same ideals which our founders dreamed up over 20 years ago. We hope to grow together, as a unified family, while building timeless bonds with our vendors, ARA's true Partners in Progress. Similarly, we sincerely hope to make a strong impact on the Atlanta community by being able to benefit them as much as they have benefited this Association.



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The ARA Endorsed Vendor Overview & Eligibility:

The Atlanta Retailers Association has various endorsed vendors for its members. These vendors provide products and services that are in demand to the c-store and petroleum industry. Our vendors range from international companies like Coca-Cola Company and the Pepsi Group, to regional small businesses like ABCO Alarm Monitoring and F.M. Maintenance.

Our Marketing & Promotions team consists of our Board of Directors who voluntarily provide their time and knowledge. They are unpaid Directors who are ARA members themselves and therefore have a strong understanding of the c-store and petroleum industry. Our Marketing & Promotions team meets with prospective vendors throughout the year in order to determine the most suitable vendor for the needs and benefits of ARA members. In addition, the Team also meets with our current vendors numerous times during the year to maintain a strong cohesive relationship and address any concerns or issues. Moreover, the ARA Vendors add vitality and growth to our association and are therefore regarded as our true Partners in Progress.

To all prospective Vendors who are interested in working with the ARA and are looking to seize the endless opportunities at hand, please read the eligibility requirements below. If you meet the criteria, please submit a proposal to the ARA office.

Please include the following in the business proposal:

- Please submit your company background as the company should be at least two years old.
- Company size in terms of employees, sales reps, service providers, etc...
- Special pricing and incentives for the association based on product categories or service frequencies.
- Operations and distribution. If relevant, frequency of serviceability and taking orders.
- Potential market in the Atlanta region, state-wide, and nationally
- Any existing ARA member-customers? If so, provide their referral.
- Do you offer DSD programs? If DSD, how many trucks and reps?
- State any significant impact to the competition.
- The basic question: how would both parties' benefit with this proposal

You may e-mail your proposal to admin@araonline.us or you may mail it to the ARA office at:

Attn: Luis G. Garcia de la Cadena.
Atlanta Retailers Association
Marketing & Promotions
2055 North Brown Rd Suite 200
Lawrenceville, GA, 30043

Once we receive your prospective vendor application, we will review your proposal, do a thorough background check, and analyze to see if there exists a fit. We will contact you via phone and/or e-mail if we require more information or documents to make a meeting decision.



**ATLANTA
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Vendor Application Form

Atlanta Retailers Association
Building
2055 N. Brown Road, Suite 200
Lawrenceville, GA 30043
Ph: 770-455-4455
Fax: 404-478-8525
E-mail: admin@araonline.us

Name of Company: _____

Name and Designation: _____

Address of Local Office: _____

Address of Headquarter Office: _____

Local Office Phone # _____ **Local Office Fax #** _____ **Cell #** _____

Headquarter Office#: _____ **Headquarter Office Fax#:** _____

Primary E-Mail: _____ **Secondary E-Mail:** _____

How did you hear about ARA? _____

Are you related to or know any Director/Employee of ARA? _____

How long has your company been in existence?	
What services or products does your company provide?	
Do you offer a DSD program?	
Company size in terms of employees, sales reps, service providers, etc...	
Is your company local or nationwide?	
Do you currently provide services to any existing ARA Members? If so, provide their names and contact info.	

I confirm that all of the information I have provided is accurate to the best of my knowledge and belief.

Sign _____ **Print** _____ **Date** _____

Please fill out this application form and attach your business proposal. You may send both the application form and the business proposal via e-mail to admin@araonline.us or you can mail it to:

Attn: Mr. Luis G. Garcia de la Cadena, Atlanta Retailers Association, Marketing & Promotions, 2055 N. Brown Road Suite 200, Lawrenceville, GA, 30043. Once we receive your prospective vendor application, we will review your proposal, do a thorough background check, and analyze to see if there exists a fit. We will contact you via phone and/or e-mail if we require more information or documents to make a meeting decision.