

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 8 / 8 / 18

2. General Information:

Session: ☒ Open ☐ Executive - See instructions for the applicable laws, then choose one:

Other - type reason

Agenda Header: Reports

☒ Accept as Information only

☐ Action - please describe:

Present the Oneida Retail Division FY 2018 Quarter 3 Report

3. Supporting Materials

☒ Report ☐ Resolution ☐ Contract

☐ Other:

1. Oneida Retail Division FY 2018 Quarter 3 Report

3.

2.

4.

☐ Business Committee signature required

4. Budget Information

☐ Budgeted - Tribal Contribution

☐ Budgeted - Grant Funded

☐ Unbudgeted

5. Submission

Authorized Sponsor / Liaison: Michele Doxtator, Area Manager/Retail Profits

Primary Requestor/Submitter: Michele Doxtator, Area Manager Retail Profits
Your Name, Title / Dept. or Tribal Member

Additional Requestor:
Name, Title / Dept.

Additional Requestor:
Name, Title / Dept.

Oneida Business Committee Agenda Request

6. Cover Memo:

Describe the purpose, background/history, and action requested:

Present the Oneida Retail Division FY 2018 Quarter 3 Report

1) Save a copy of this form for your records.

2) Print this form as a *.pdf *OR* print and scan this form in as *.pdf.

3) E-mail this form and all supporting materials in a **SINGLE** *.pdf file to: BC_Agenda_Requests@oneidanation.org

Oneida Retail Report

Oneida Nation
Green Bay, WI

3rd Quarter FY 18
April 1, 2018-June 30, 2018

The following is a brief update on projects and happenings within Retail and is not meant to cover the day to day detail, but an overview of Oneida Retail Enterprise activities.



A good mind. A good heart. A strong fire.

Vision Statement

A Nation of strong families built on
Tsi⁹ niyukwalihot⁹ and a
strong economy

Mission Statement

"To generate profit for the prosperity of the
Oneida Tribe"



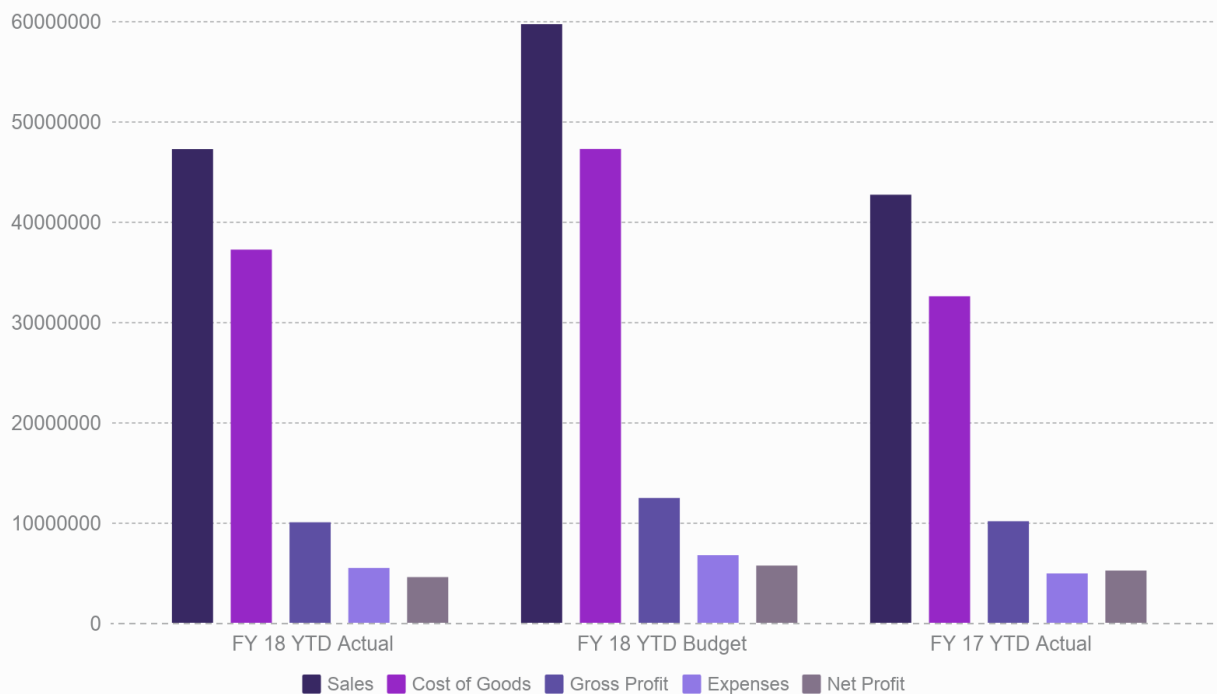


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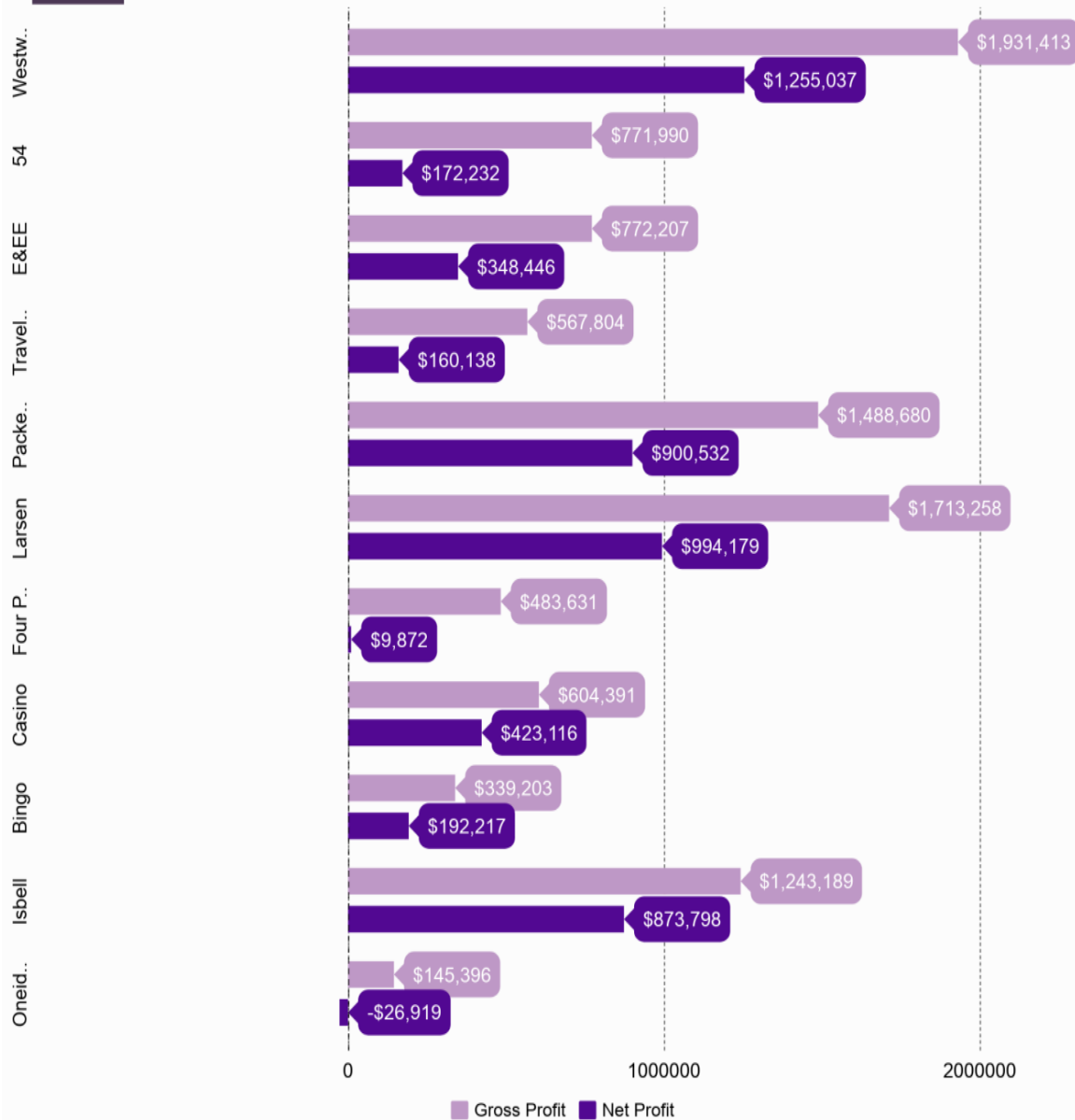
Qtr. 3 FY 2018 Profit & Loss Statements

Actual vs. Budget Comparison	FY 18 Actual YTD	FY 18 Budget YTD	FY 17 Actual YTD
Sales	\$47,220,452	\$59,676,106	\$42,674,020
Cost of Goods	\$37,199,262	\$47,234,385	\$32,550,592
Gross Profit	\$10,021,190	\$12,441,721	\$10,123,428
Expenses	\$5,465,943	\$6,739,015	\$4,918,061
Net Profit	\$4,555,247	\$5,702,706	\$5,205,367



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YTD Gross Profit vs. Net Profit by Location



Westwind has been #1 in sales, gross profit & net profit for over 20 years.

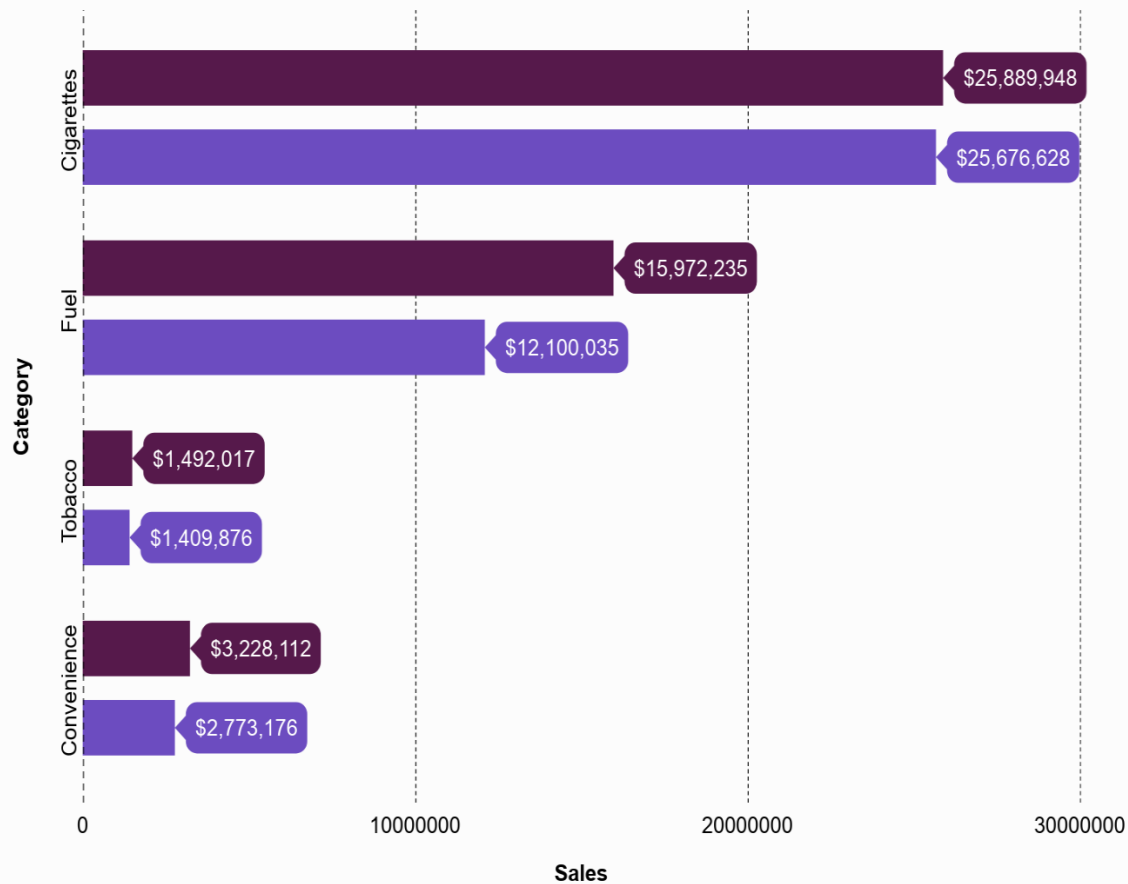
Westwind sells the most cigarettes followed by Larsen & Packerland



Gross Profit %
 Westwind - 21.68% Larsen - 19.79%
 54 - 16.78% Casino - 29.71%
 Four Paths - 13.36% E&EE - 22.26%
 Bingo - 31.99% Travel Center - 14.37%
 Isbell - 29.22% Packerland - 23.50%
 Oneida Market - 28.50%

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YTD Sales by Category YOY

**Sales**

■ 2018 ■ 2017



Cigarettes continue to dominate sales & gross profit.

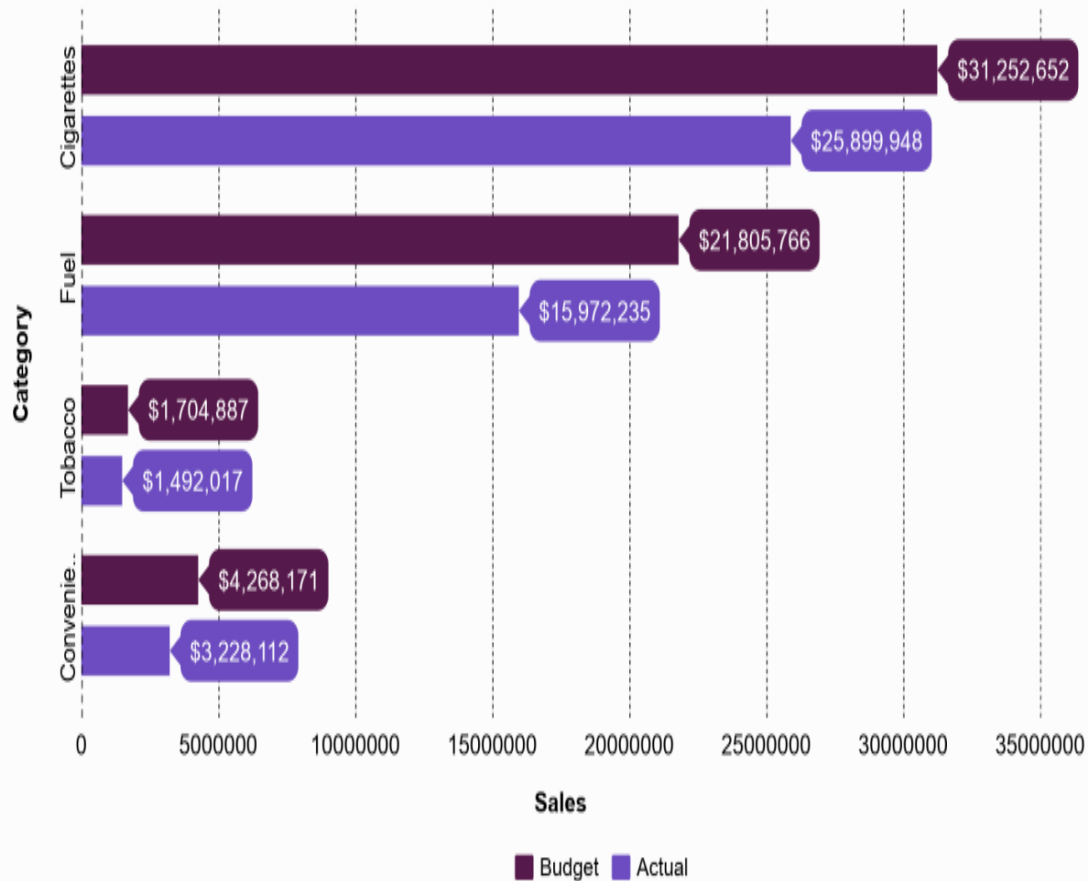
Followed by Mobile branded fuel.



Cigarettes GP% - 28.84%
Fuel GP% - 4.96%
Tobacco GP% - 35.03%
Convenience GP% - 30.37%
Overall GP% - 21.22%

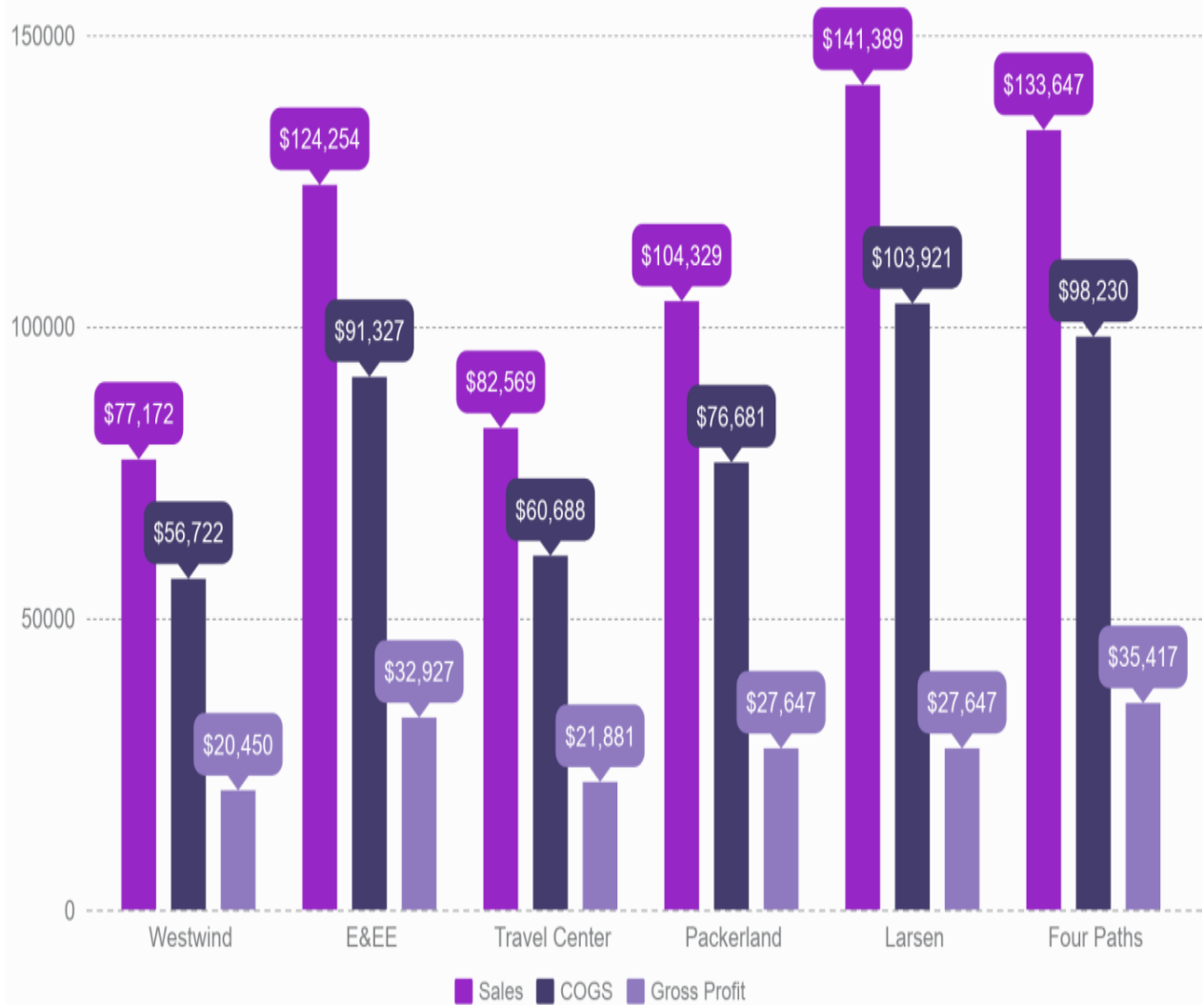
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YTD Sales by Category Actual vs Budget



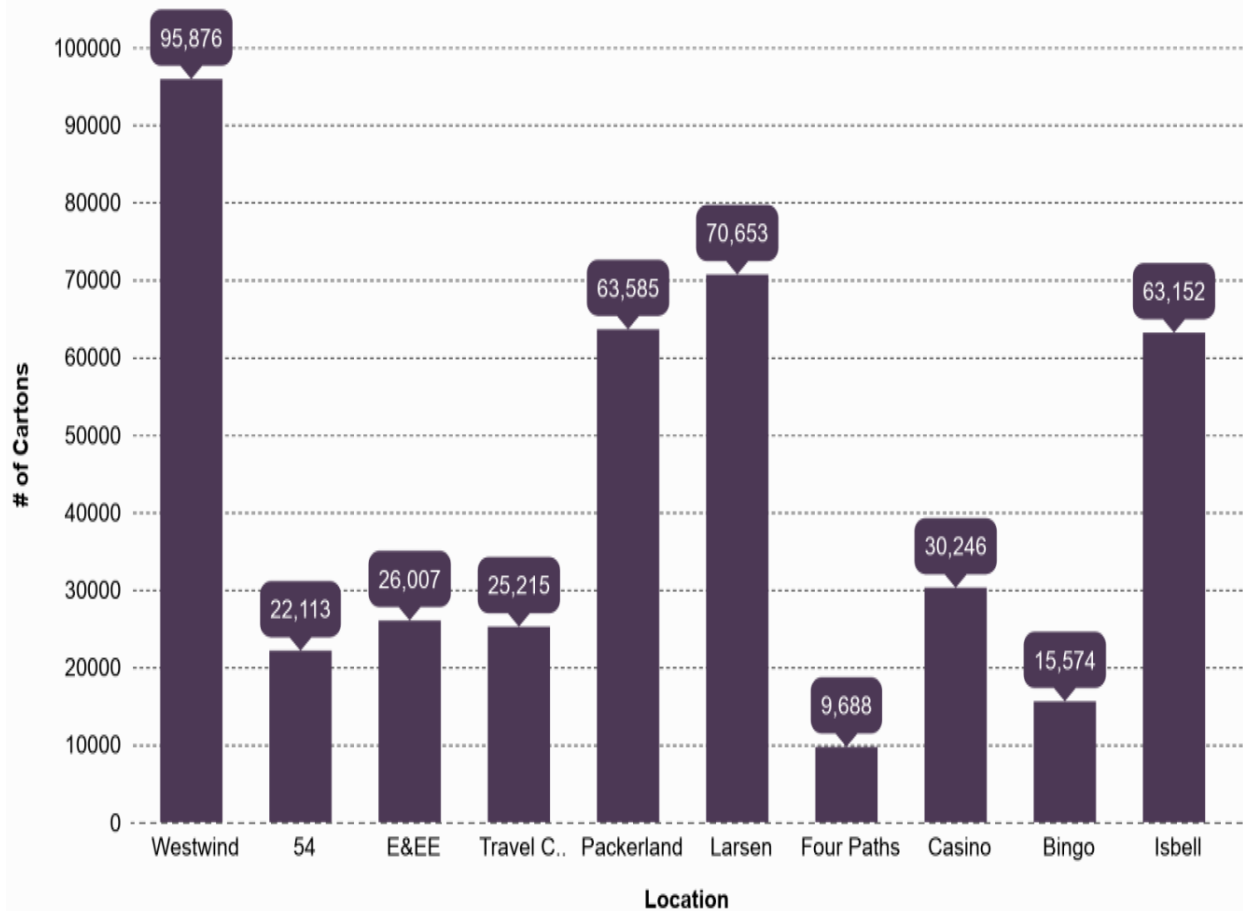
Actual Sales is
behind budget
\$12,455,654
Actual Sales
is up \$4,546,432
or 10.65% YOY

YTD FY 18 Alcohol Sales By Location



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YTD Carton Sales by Location



■ # of Cartons Sold



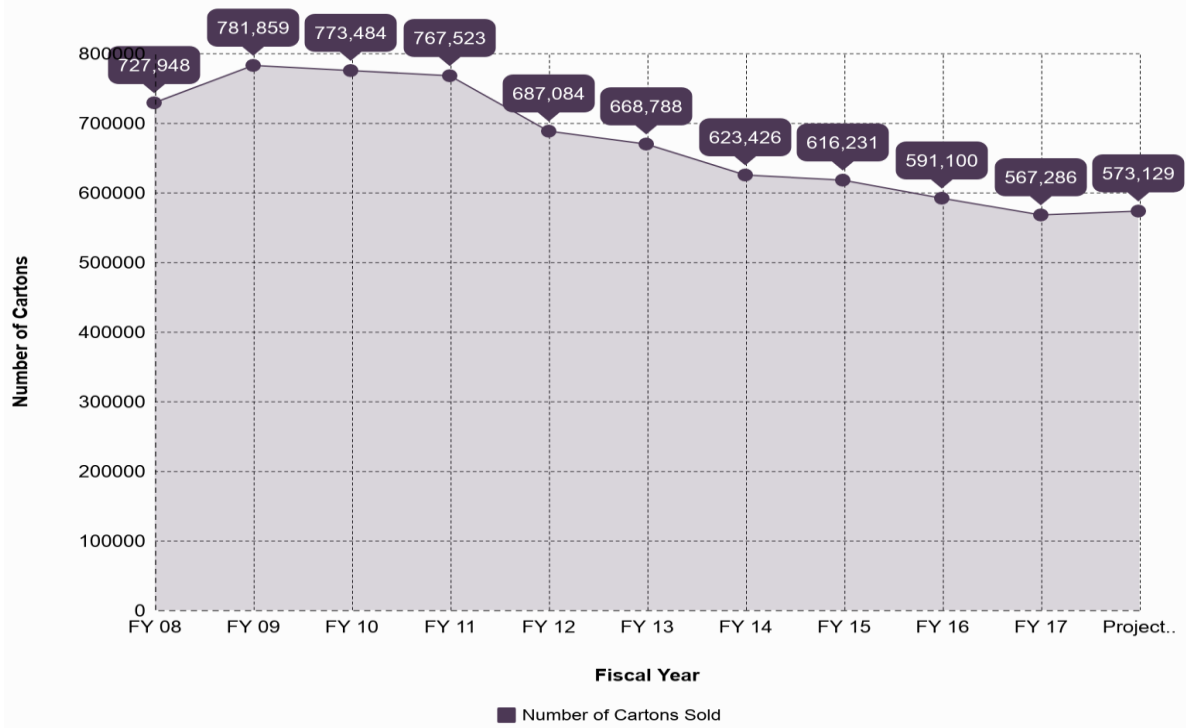
The average convenience store sells 106 cartons per week (S. Abraham & Sons) in the state of Wisconsin.



FY 2018 Weekly Average
 Westwind 2,459 avg 54 567 avg
 E&EE 666 avg Isbell 1,619
 Larsen 1,812 Packerland 1,630 avg
 Four Paths 248 avg Casino 776 avg
 Bingo 399 avg Travel Center 647 avg

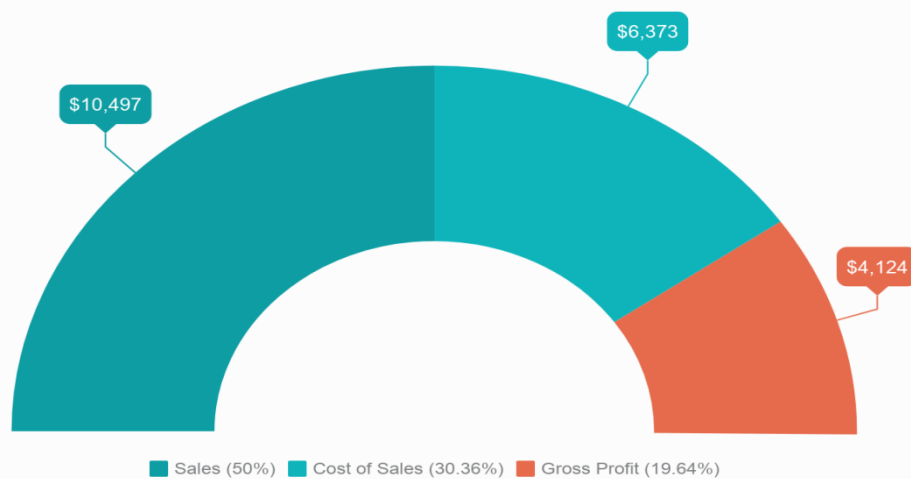
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YTD Ten Year Carton Sales



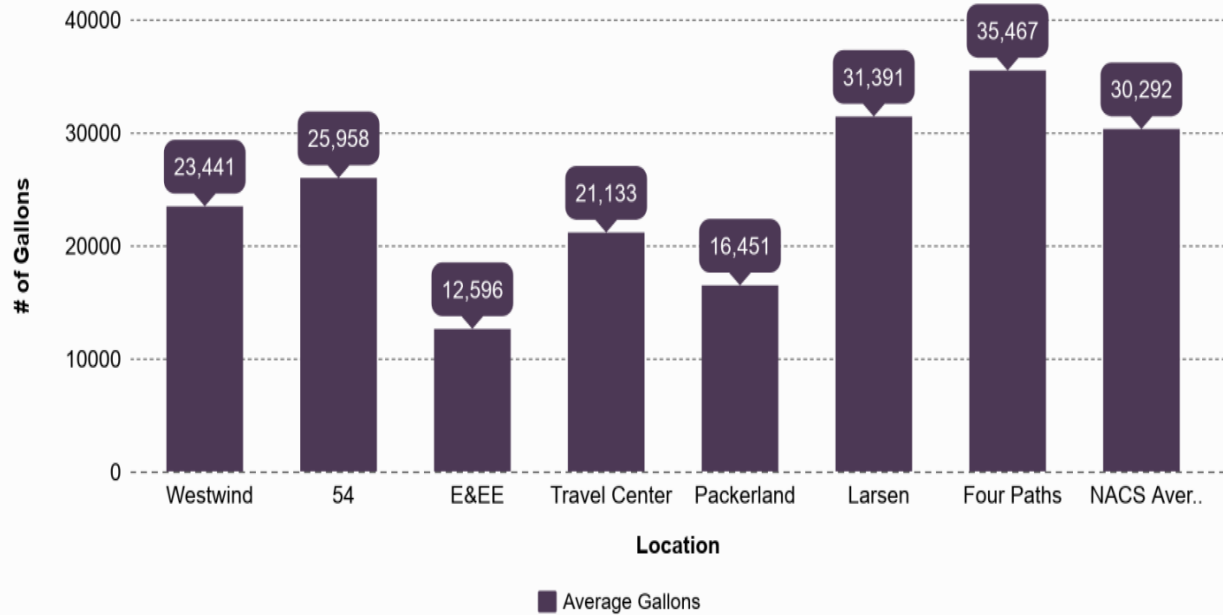
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Qtr. 3 FY 18 Import Tobacco Sales



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Qtr. 3 Average Gallons Per Week

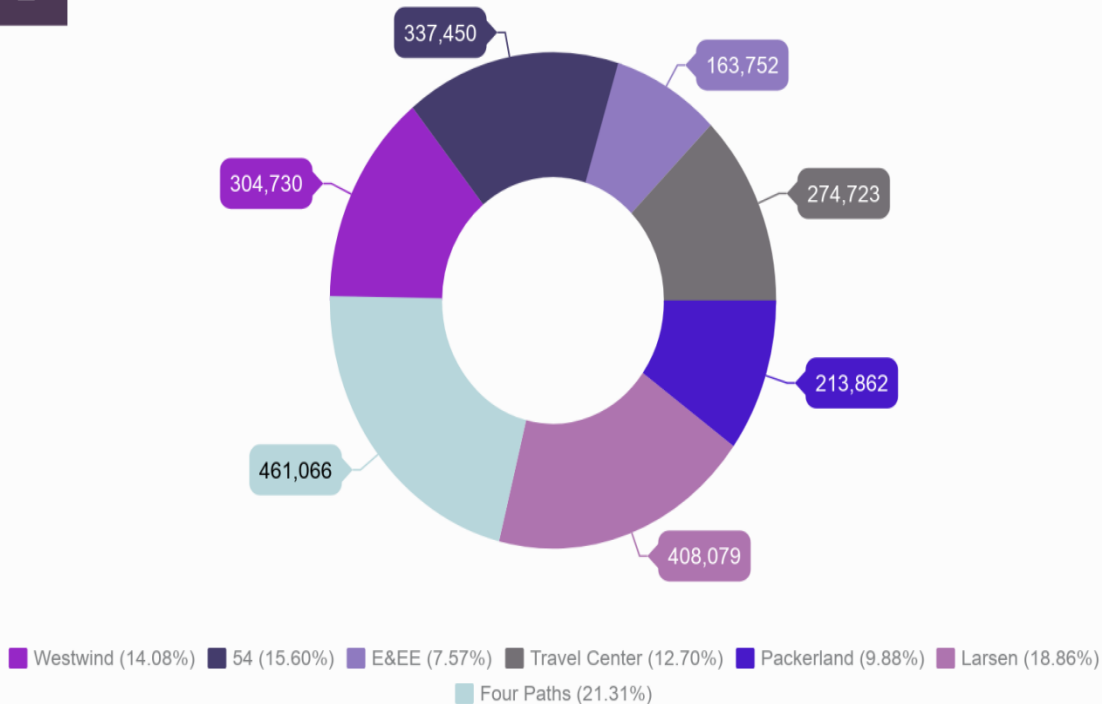


In general, there are three factors in determining the retail price of fuel:

1. Cost of Fuel
2. Pricing
3. Fuel in Ground

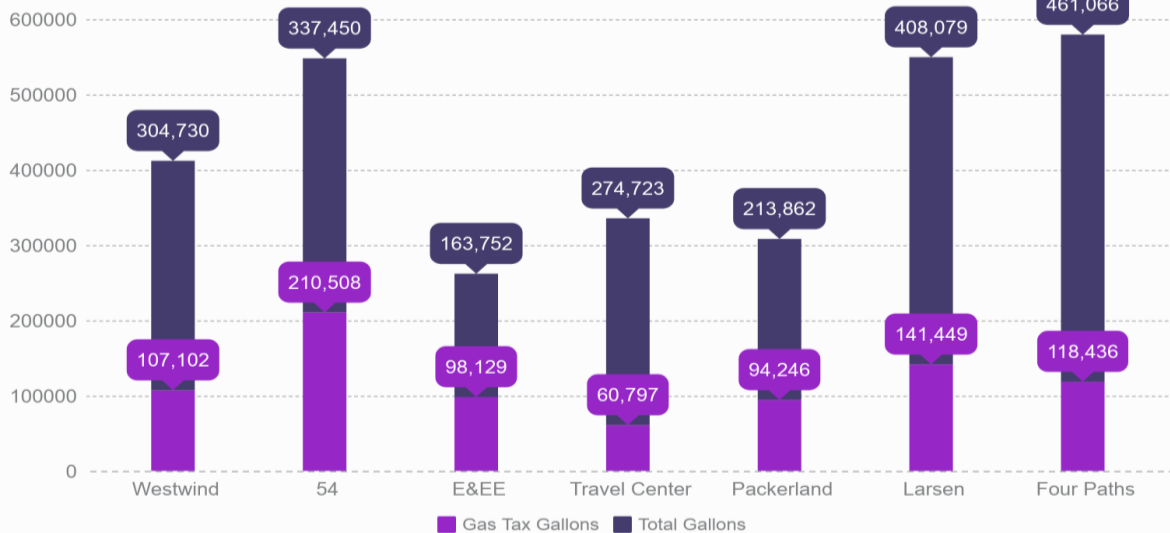
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Qtr. 3 Gallon Sales By Location



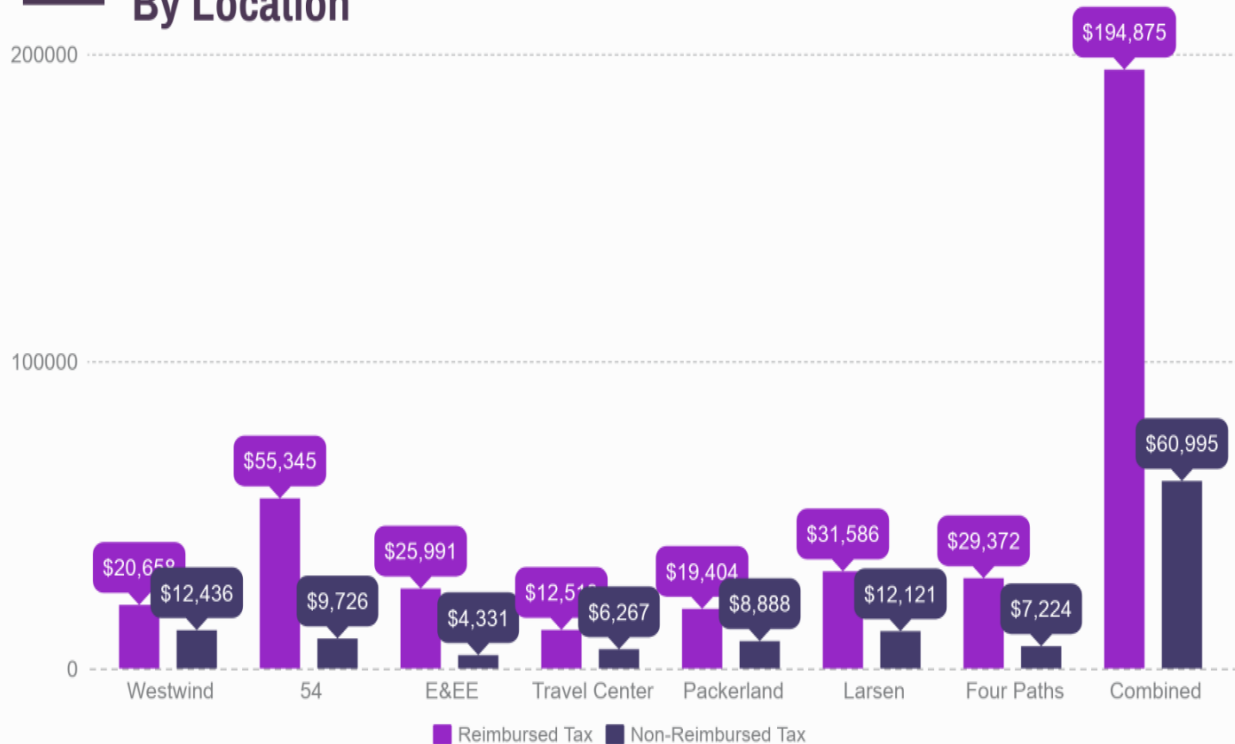
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Qtr. 3 Gas Tax Gallons Compared to Total Gallons By Location



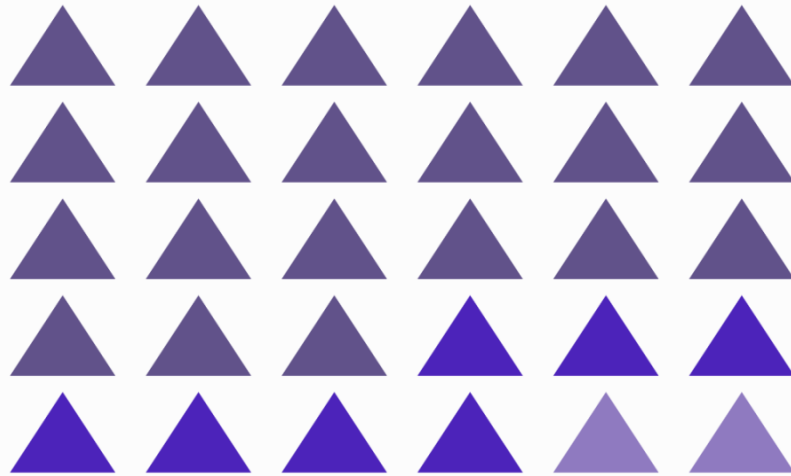
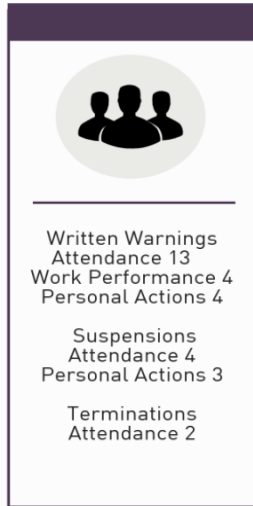
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Qtr. 3 On-Reservation Tax vs Off-Reservation Tax By Location



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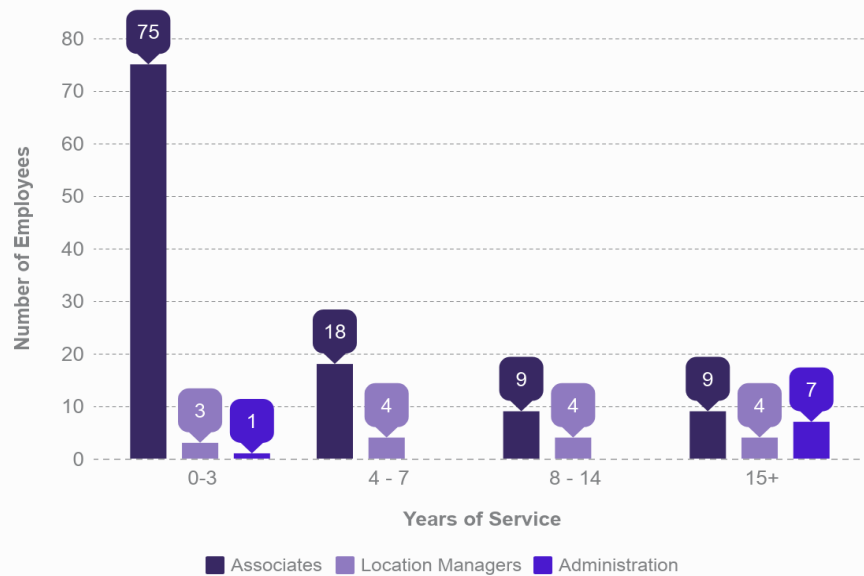
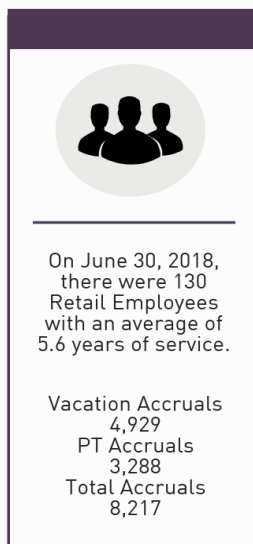
Retail Employees Disciplinary Actions



■ Written Warnings (70%) ■ Suspensions (23.33%) ■ Terminations (6.67%)

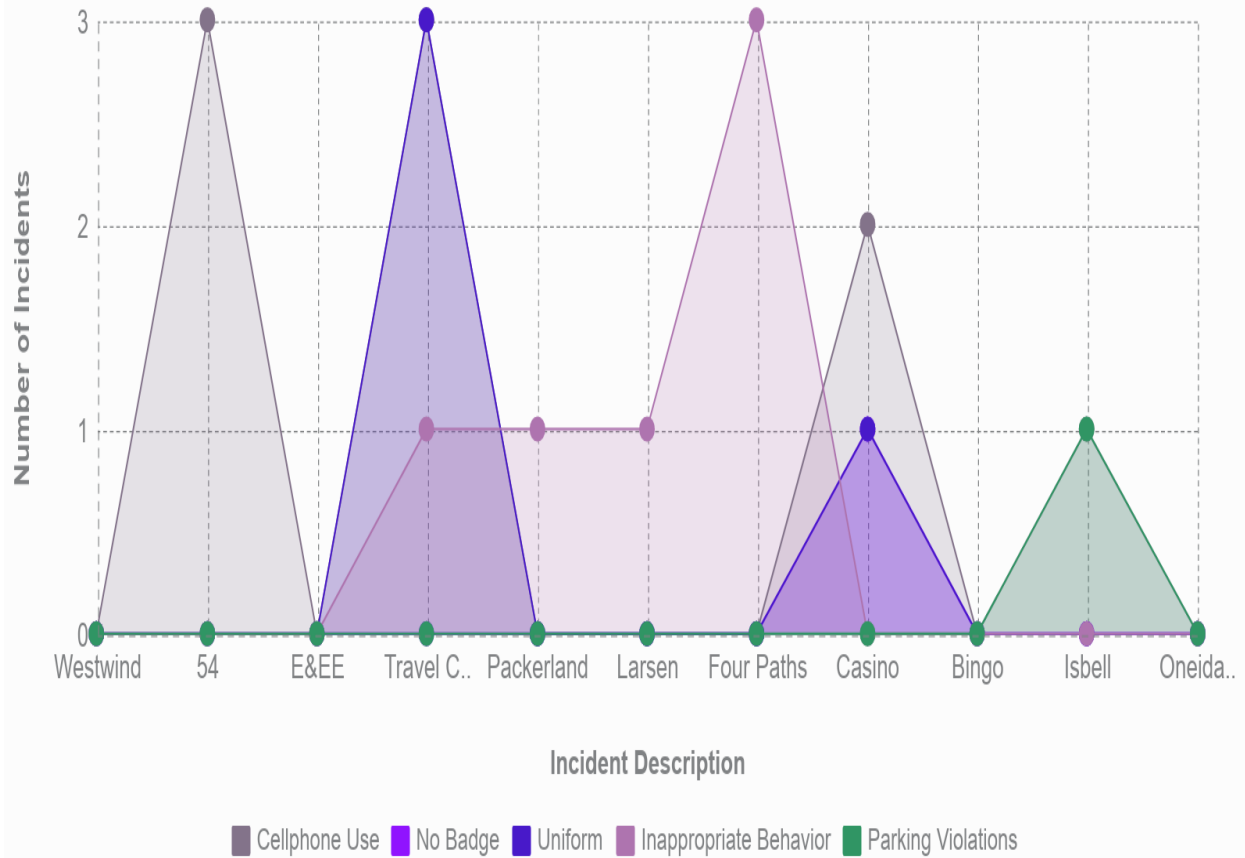
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Retail Employees Years of Service



4

Internal Security Incident Reports



Violations
 Cellphone Use 9
 No Badge 1
 Uniform 4
 Inappropriate Behavior 6
 Parking Violations 1
 Total Violations 21



Violations By Location
 Westwind 0
 54 3
 E&EE 0
 Travel Center 7
 Packerland 1
 Larsen 1
 Four Paths 3
 Casino 4
 Bingo 0
 Isbell 2
 Oneida Market 0

General Updates

Operations Update

Due to the ongoing and increased water levels causing pressure on the fill/spill containment sump and the vapor - adapter area we have decided that after the water testing is completed in August we will move forward with the appropriate repairs in the new fiscal year.

The costs associated with any repairs on the fuel system have been budgeted in the 2019 fiscal year capital expenditure budget.

Operations Update

New EPA requirements will be implemented and in compliance before the October 15, 2018 deadline.

The estimated cost of meeting the requirements is \$20,000.

All Location Managers and Assistant Location Managers will be Class B Certified and the Retail Profit Area Manager, Assistant Retail Profit Manager and Operations Manager will be Class A & Class B Certified. Associates will be Class C Certified as needed.

Gas Drive-Off SOP

The Gas Drive Off SOP implementation has continued.

Focus continues with Theft Prevention at all locations.

Continued communication has been added to support the SOP implementation to focus on "the why" to our customer base through articles in the Update Oneida communication, Kalihwisaks and in-store communications.

Oneida Market

The agriculture department in regards to pricing structure and new products has been looked at. Black Angus and Bison pricing has been updated with new scale PLU that works at the point of sale. Grass-fed beef will also be evaluated and updated.

An agriculture RFP for processing will be utilized in the future to look at new vendors for our processing needs.

The business plan will be updated and a plan of action and support for the Market laid out in the upcoming fiscal year.

Marketing Updates

"Take 2" Promotions

This summer we introduced "Hot Summer Deals" that saves the consumer by purchasing 2 of one item. The hot deal items are different every day and encourage repeat daily traffic for the "Hot Item".

These hot offers will end in September but new Take 2 deals will be introduced following the end of summer offers.

Oneida Rewards Program

ORE continues to work with Excentus on a rewards program to be used across all locations.

Legal has reviewed the contract proposed by Excentus and there are changes that need to occur. One factor in the first draft is the obvious slant towards the Shell brand.

We are also looking at Tribal One by Midax as an option.

New Promotions Tool

A new tool was created for store staff and administration staff to assist in improved communication and management of promotional offers.

This new tool provides for one location as a hub for promotional information prior to uploading to the point of sale.

Bi-Monthly Retail Newsletter

The summer months are our busiest time of year with constant changes and increase of customer traffic. With the increase of customers through the door the newsletter has been increased to a monthly newsletter May-August.

The MMP team has located all store communications into a "store information hub" on the share drive to give the locations easy access to all information.

Thank you for reading the report, should you have any questions please feel free to call me at 920.496.7301 or by email at mdoxat3@oneidanation.org.