

**At the WHY! Company,** we know the convenience store business because we've immersed ourselves in it. We've helped companies like yours compete in a climate where hypermarts are getting one in every five gas sales. We've helped businesses overcome the struggle to hire and retain quality employees after they've invested in training. And we've created effective strategies for everything from reducing workers' compensation claims to building customer loyalty. We'll help you create a sustainable competitive advantage through planning, performance and results.

How can we help you increase customer, employee and shareholder delight? We want to know. Call **515-276-6927** and let's talk about your competitive advantage.



**WHY! Company, LLC**

7166 Espanade Street • Johnston, IA 50131  
P 515.276.6927 • F 515.276.2083  
[www.whycompany.com](http://www.whycompany.com)

**Planning • Performance • Results**



Holmes-Murphy and Associates  
Registered Affiliate

**T h e q u e s t i o n i s t h e a n s w e r .™**

**Day after day, customers buy your merchandise. Employees come to work in your stores. And shareholders invest their money and confidence in your company. But do you know why?**

When you understand *why* things happen, you can identify *how* to take action. You have the tools to solve your biggest challenges and reach your most aggressive goals. You can do things you haven't been able to before — and do what you do now even better.

**That's where we can help.**

The WHY! Company specializes in analysis, decision making and problem solving. We transform data into something you can use — valuable insights about your market, your employees, your customers and your competition. And we help you where you need it most by making sense of the forces that impact your business and responding with a tailored, knowledge-based plan of action.

To ensure that plan delivers the results you want, we build in measurement and controls at every critical stage. Plus, we empower your people to continue using these tools and processes to grow your business for the long term. If for any reason you are not happy with the service or results produced, you don't have to pay — guaranteed!

The WHY! Company has developed tools to help you attract more customers — who buy more products — more often by:

- **Understanding your customers better.**
- **Driving store traffic.**
- **Increasing your average sale.**
- **Reducing your employee turnover.**
- **Reducing your inventory shrink.**
- **Managing your cost of risk.**
- **Helping your people perform better.**
- **Driving store productivity by increasing gross margin and reducing costs.**



**Our Integrated Approach Helps You Create a Sustainable Competitive Advantage™**



**Planning Toolkits**

- Diagnostics
- Strategic Planning/Deployment
- Market Analysis
- Customer Profiling
- Program Development
- Customer Segmentation
- In-Market Tests

**Performance Toolkits**

- Six Sigma
- Lean Enterprise
- ISO9000: 2000
- Theory of Constraints
- 7MP Tools
- Organizational Development
- Change Management
- Project Management
- Leadership Coaching

**Results Toolkits**

- Balanced Scorecard
- Voice of the Customer
- Voice of the Process
- Voice of the People



**The WHY! Company delivers results.** Our first project was to apply Six Sigma principles of quality to our cost of risk. We moved both our incident rate and cost per claim down. This had an immediate impact on our cost of General Liability and Work Comp insurances.

Through WHY! Company's focus on planning, performance and results, we are implementing positive change and improvements that will allow us to sustain our current competitive advantages and create new ones for the future. Over the past 45 years, we at Kum & Go have a saying - "if we always do what we've always done, we will always get what we always got." We want to continue to build on our past successes and continue to drive improvements that meet the challenges of a changing marketplace. We will continue to look to the WHY! Company to help us create and drive measurable improvements throughout our organization.

Dennis Folden,  
Executive Vice President  
Kum & Go