



Alex Patel

FEATURED RETAILER

Farmers Market

By Carol Boyes, Upstate MSR

Alex Patel has a knack for taking under performing convenience stores and turning them into winners. He did just that at **Farmers Market** in **Easley**, one of six stores he owns.

His secret to success is simple: He cares.

Patel keeps the store clean and well-stocked, so it is inviting to all his customers, not just those looking to play the Lottery. He takes special care of his lottery customers, hosting promotions where he invites vendors in for giveaways to add to the items he's purchased as prizes. At his last lottery promotion, he offered discount gas. Customers lined up in the parking lot.

The Farmers Market staff has a hand in the store's success too. They are knowledgeable and well trained. They do the little things right, like paying out winning tickets, displaying those tickets, and keeping new tickets stocked.

"The Lottery is very worthwhile in my stores," said Patel. "I train my staff personally and set a high customer service standard. We offer a good product, keep it well stocked, and treat our customers right. They, in turn, reward us with super sales."



Fuel Express, Lancaster – Pravin & Chandrika
Rogers Food and Bev., Pageland – Debbie, Kelly & Mehtu
B K World, Anderson – Dharti
Shiv Mart 5, Camden – Bhavini & Kamini