



MITAL & KAMLESH PATEL



## FEATURED RETAILER

# Quick Pantry 21

By Michael Coleman, Midlands MSR

“Welcome to Quick Pantry!” is the greeting customers get at **Quick Pantry 21** in **Orangeburg**. Owners Kamlesh and Mital Patel take great pride in establishing themselves as one of the top lottery retailers in the state. Orangeburg, which features over 20 percent of SC’s top 50 lottery retailers, is a competitive market. Being number one means a lot to the stores in this area.

Like most great retailers, Quick Pantry 21 provides excellent customer service, updates jackpot signs, keeps dispensers full, displays required signage, and ASKS FOR THE SALE. What sets them apart from the rest is that Kamlesh and Mital understand their player base.

In a state as diverse as SC, being able to understand what customers like and play is important in creating a lasting business. Kamlesh believes that his lottery customers are his most loyal customers, so getting to know and rewarding their loyalty is key. That’s why Quick Pantry 21 has second-chance promotions often, so customers know their business is appreciated.

Quick Pantry’s exceptional best practices serve as examples other stores can follow to make their locations more appealing to lottery customers. Kamlesh and Mital along with their staff should be complimented for the great work they do which in turn rewards the students of South Carolina!