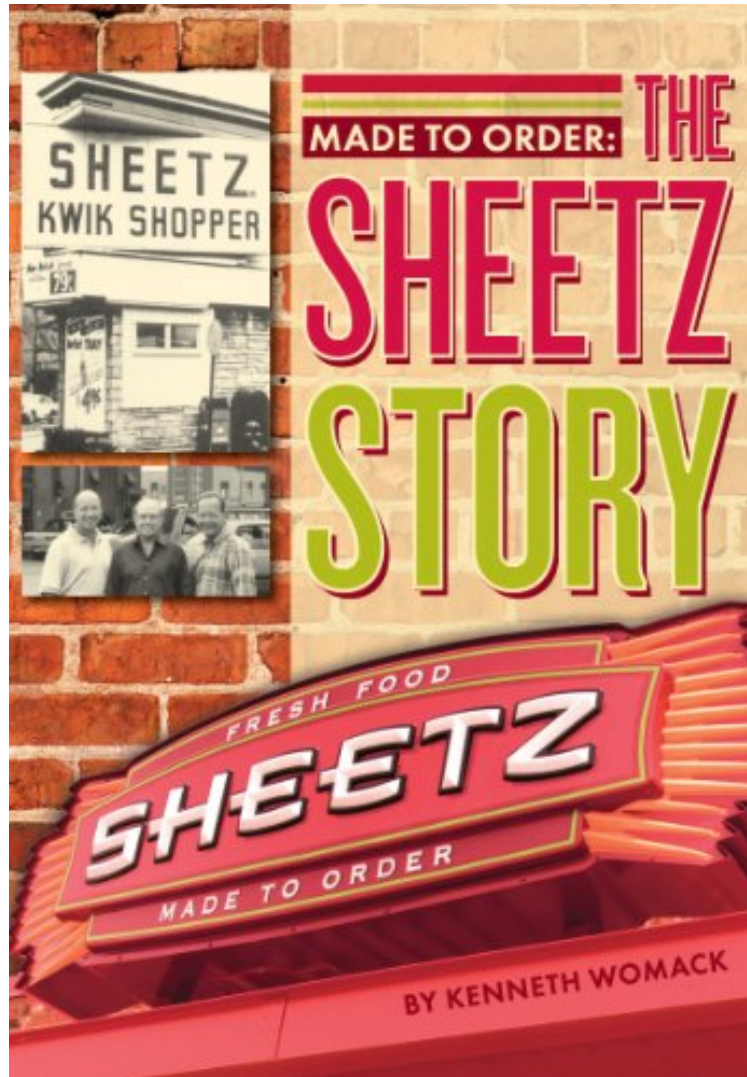


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Made to Order: The Sheetz Story

Kenneth Womack

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Kenneth Womack : Made to Order: The Sheetz Story before purchasing it in order to gage whether or not it would be worth my time, and all praised Made to Order: The Sheetz Story:

2 of 2 people found the following review helpful. How to succeed in businessBy DonThe Sheetz family succeeded in their business by giving the customer what they wanted and going the extra mile. They stressed quality, cleanliness, and integrity and they were rewarded with steadily increasing sales.The account of how they dealt with a salmonella outbreak in their sandwich business is revealing. Instead of "passing the buck" to their suppliers (who actually WERE the ones responsible), the Sheetz family took responsibility for the problem, alerted their customers, and paid the medical bills of anyone who got sick. This approach shows why they were able to rebound and grow even larger after this snafu.This book will help any business, small or large, to realize how to treat their customers.4 of 4 people found

the following review helpful. MADE TO ORDER THE SHEETZ STORY- A PERSONAL REVIEWBy John T. Webergreat book, for a variety of reasons: 1) how they achieved success is must reading for any small businessman. there were highs and lows in obtaining the awesome success they now have nationwide. 2) on a personal level, I went to high school with Joe Sheetz and it was nice to read how his family came about being one of the nation's biggest convenience store chains. I would recommend this book to anyone to see how Sheetz got their start in Altoona, Pa. and how they have maintained ties with that city and contributed so much to it and the surroundings.4 of 4 people found the following review helpful. GoodBy Edward F. MeyersTells the story of how the Sheetz empire came to be. Hard work and determination to succeed paid off for the family.

Made To Order: The Sheetz Story traces the fascinating history of Sheetz, Inc., a regional convenience retailer that battled the odds and cemented its name among the acclaimed ranks of America's most successful private companies. From its humble dairy store origins in Pennsylvania, Sheetz became a convenience-store giant, amassing hundreds of locations across six states, and along the way, combined numerous creative marketing campaigns with retail innovations to shape the Sheetz recipe for success. Made To Order: The Sheetz Story narrates how the company remade itself in the face of dramatically shifting demographics, bravely stood up for its customer base when confronted with a serious crisis, and emerged as a revered and much-beloved retail phenomenon.

About the AuthorKenneth Womack is Professor of English and Integrative Arts at Penn State University's Altoona College, where he also serves as Senior Associate Dean for Academic Affairs. He is the author of three novels and lives in Altoona, Pennsylvania, with his wife Jeanine and their family.