

# Dollar General looking at local location

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Placing a Dollar General store in Valley Springs is under consideration.

“We are currently in the due diligence phase for a new location on Highway 26 at Jean Street in Valley Springs,” said Nolan Miles, Dollar General’s internal/external communications coordinator, “which means we’re interested in adding a new location to Calaveras County, but have not committed to doing so yet. Based on our current timeline, I anticipate a decision will not be made on this project until late summer.

Dollar General Corp. is an American chain of variety stores headquartered in Goodlettsville, Tenn., with more than 12,000 locations in 43 states. It is America’s largest small-box discount retailer by sales. A Dollar General recently opening in Arnold.

“When choosing store locations, meeting customers’ needs is Dollar General’s top priority,” Miles said. “The company looks for places where we can offer customers an easy and convenient shopping choice. We know convenience is a major factor in our customer’s shopping decisions as we generally serve customers within a three-to five-mile radius, or 10-minute drive. We also take demographic trends, competitive factors, traffic patterns and community concerns into consideration.

If Dollar General places a store in Valley Springs, it will have approximately six to 10 employees, depending on the individual needs of the store, Miles added.

According to Wikipedia, Dollar General offers both name brand and generic merchandise- including off-brand goods and closeouts of name-brand items- in the same store, often on the same shelf. Although it has the word “dollar” in the name, Dollar General is not a dollar store by the strict definition of that term as most of its products are priced at more than \$1. However, goods are usually sold at set price points in the range of 50 to 60 cents, excluding articles such as phone cards and loadable store gift cards.

Dollar General often serves communities that are too small for Walmart stores- although many locations are in relatively close driving distance to a Walmart store or in the same communities that Walmart is located.

“Dollar General gives its customers more than everyday low prices on basic merchandise as part of its mission of serving others,” Miles said. “Dollar General is deeply involved in the communities it serves and is an ardent supporter of literacy and education through the Dollar General Literacy Foundation, which awards approximately \$12 million each year to nonprofit organizations, schools and libraries within a 20-mile radius of a Dollar General store or distribution center to support adult, family, summer and youth literacy programs.”

Anyone interested in joining Dollar General may apply for available positions online at [www.dollargeneral.com/careers](http://www.dollargeneral.com/careers), Miles added.