
MERCHANDISE PRICING ANALYTICS SOLUTION

How Ricker's Increased Profitability of Inside Store Sales

"Kalibrate has helped us transform our mountain of merchandise and promotional big data into retail price changes that have yielded measurable gross profit increases."

-Quinn Ricker, CEO of Ricker's-

CLIENT PROFILE

[Ricker Oil Company](#) has grown through new builds and major acquisitions. The Indiana-based company has purchased five oil companies since 1979. Today, Ricker's owns and operates 56 convenience stores and is well-known in the central Indiana region for its "Ricker Pop" fountain sales, clean stores and friendly environment and staff.



MERCHANDISE PRICING SOLUTION PROVIDES ADDITIONAL INSIGHT

Looking for additional gross profit dollars without dramatically affecting units and revenue is the ultimate goal and win for all companies.

Kalibrate's Merchandise Pricing Analytics helps fuel and convenience retailers find those additional gross profit dollars while providing insight into the numerous questions they face. Questions like...

- Are there gross profit dollars we're missing without just raising prices?
- How do we identify those opportunities?
- How will customer's respond to our price changes?
- How do promotions impact other items and the category?
- How do we know which products to promote?
- How do we avoid promotions that negatively affect the category?
- Can we understand the effects of changes, elasticities and cannibalization?
- Can we accurately and consistently predict and forecast consumer behavior?

12 WEEK FIELD TRIAL IS A RICKER'S WIN

Ricker's tapped Kalibrate's Merchandise Pricing solution to help identify opportunities for increased profitability of inside store sales. A test-and-control environment was executed across their network of stores for regular pricing over multiple categories. With the help of Kalibrate's Merchandise Pricing solution, Ricker's was able to achieve the following results:

- Realized Additional Gross Profit Dollars – with a lift of 3.40%
- Increased Sales Revenue - average increase of 1.99%
- Maintained Units – actual average units increased slightly 0.20%

Confident in the results, Ricker's is now successfully rolling out additional categories to all of their stores, trusting Kalibrate's Merchandise Pricing solution and consultancy expertise to help them continue to find insights and additional gross profit dollars.

ABOUT KALIBRATE

For over 20 years, Kalibrate has advised fuel and convenience retailers worldwide on how to be best-in-class operators in the fast-changing marketplace. Kalibrate provides strategic expertise and technology solutions in fuel pricing, retail network planning, location analysis and global market intelligence. These solutions have been deployed in over 70 countries with hundreds of clients of all sizes, including oil companies, convenience stores and supermarkets.

For more information, visit [kalibrate.com](https://www.kalibrate.com)

CASE STUDY: How Ricker's Increased Profitability of Inside Store Sales