



Kalibrate

CASE STUDY

Canadian oil company develops

Efficient retail network

Client profile

Major Canadian Oil Company.

Challenge

- ▶ Develop an efficient network by reducing, redeveloping, and improving operations.
 - ▶ Add sites that would increase throughputs, maintain market share, and improve overall brand market effectiveness.
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Client questions

Which sites are underperforming?

Which sites should we remodel?

Which should be decommissioned?

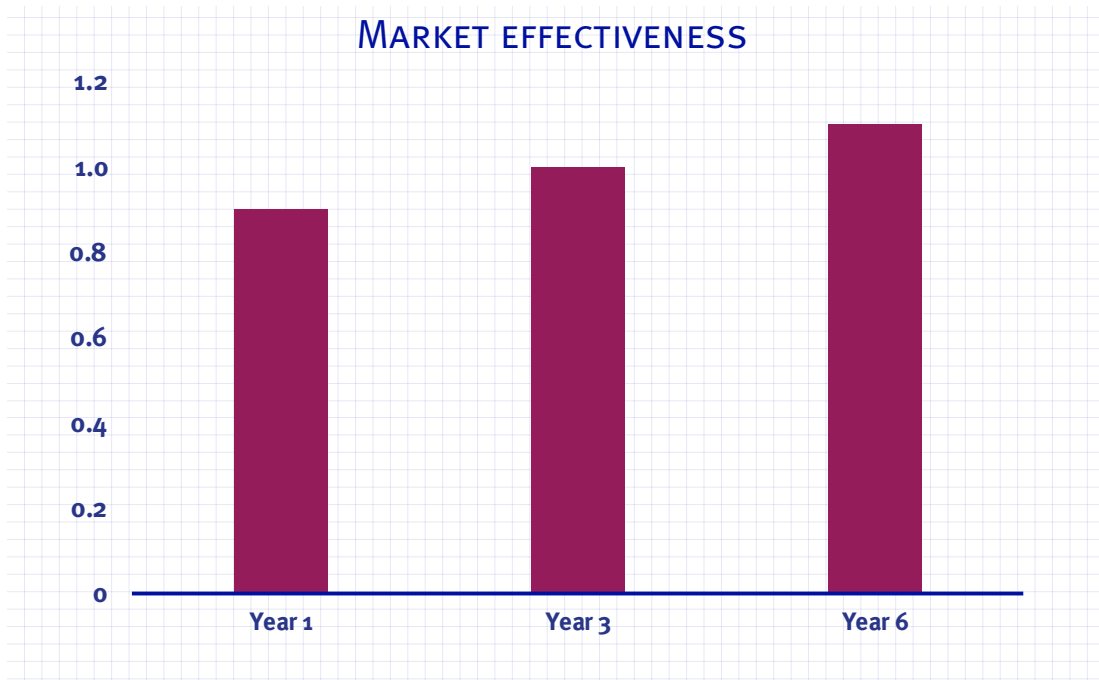
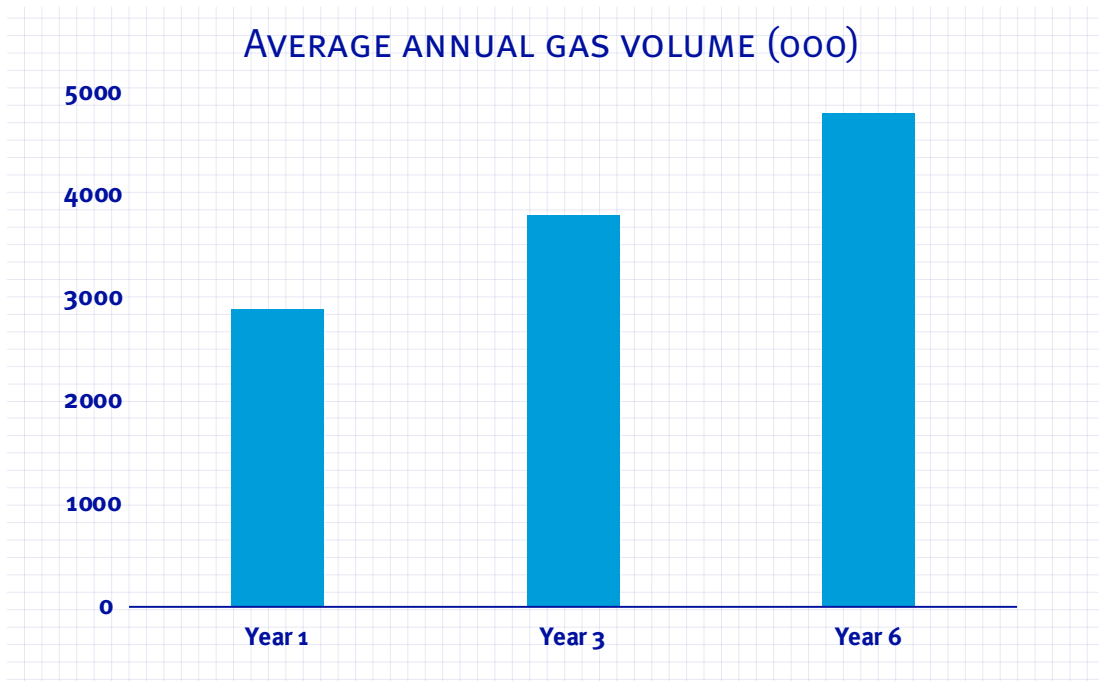
Which new locations have the most volume potential, without cannibalizing our current retail network?

What impact will rebranding have on acquired sites?

Solution

Kalibrate provided the client with site selection and retail network planning solutions that enabled them to rationalize their network of sites to most effectively address consumer demand. Customer segmentation and operational insights supported decisions for capital investment in site remodels as well as sites to be decommissioned.

Kalibrate strategists conducted best-practice retail network planning workshops to ensure that the client's teams made the most of the solutions and felt confident in their analyses and recommendations. The combination of industry expertise, client support, and solutions set the stage for a comprehensive retail network plan that achieved the client's strategic goals and set a foundation of success for years to come.



Market effectiveness = Market share / Outlet share

Results

The client has consistently improved their gasoline market effectiveness and volume throughputs with a more efficient retail network.

- ▶ With a leaner and more performance-driven network, the client achieved volume performance above the market average.
- ▶ Gasoline market effectiveness ratio – a measure of how efficiently a retailer is running its network – has improved for the client over time.

To enquire about retail network planning solutions for your business, contact Kalibrate.

[Click here to talk with a Kalibrate strategy specialist](#)

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ABOUT KALIBRATE

For over 25 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.

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