



# Kalibrate

## ▶ **Kalibrate's Market Survey Intel**

“ The only certainty in fuel and convenience retailing is that the market environment is dynamic and constantly changing. Petroleum retailers must understand these dynamics, and react to ensure survival. Accurate, up-to-date market intel can allow you to understand these changes, respond to them, and ensure success. ”

### **What does Kalibrate offer?**

We offer current, high-quality fuel and convenience retail site data collected through field visits by experienced surveyors. More than 80 pieces of intel are collected during the visit to each site. All data undergoes a screening process to ensure quality and accuracy.

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## How could purchasing Kalibrate's Market Survey Intel benefit me?

“ Make important strategic decisions based on factual, accurate information. ”

*Know how you perform against your competition. Access trend data to understand the impact of investments, operational changes, and promotions over time. Squeeze more volume out of your network by converting weaknesses into improvement opportunities. Ensure you are tracking the right competitors for establishing your fuel prices. Know the outcomes of acquisitions. Monitor demand in the marketplace.*

## What kind of questions can Kalibrate's Market Survey Intel help me answer?

How many **new sites** have opened in my market?

How many existing sites have been **rebuilt**?

How many sites have **rebranded**?

How many sites have been **closed**?

What are the **new concepts and offerings** in my region?

Who are the **new entrants** to my market?

Have **new residences** been built in my market?

Has new infrastructure caused a **change in travel patterns**?

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## How many market surveys are available?

“ Kalibrate has current market intel on over 125 US cities. ”

More cities are added every month. Key cities are typically surveyed every other year to guarantee the dynamics are captured and monitored, ensuring your business decisions are based on accurate information. Some of our recently surveyed US markets include:

- ▶ Charlotte NC
- ▶ Greater Los Angeles CA
- ▶ San Antonio-Austin TX
- ▶ Phoenix AZ
- ▶ St Louis MO
- ▶ Chicago IL
- ▶ Sacramento Valley CA
- ▶ Atlanta GA
- ▶ Seattle-Tacoma WA
- ▶ Minneapolis MN

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## What type of market intel will I have access to?

### Data

**Gas and convenience store data** – Select from 82 details about a site to find the data that suits your needs. Details include: gasoline volume, fueling positions, convenience store sales, store size, car wash type, quick service restaurant sales, etc.

**Local area site details** – Need details about the competitors surrounding a particular location? This comprehensive report provides detailed information about each retail site along with a photograph (available for radii ranging from 1 to 5 miles).

**Demographic summary report** – When you need demographic data for an existing site or a property, this report provides key facts for radii ranging from 1 to 5 miles. The summary of Environics Claritas data for the selected radius includes the number of households, median household income, population (total, by age, by gender, by ethnicity), and number of employees.

**Location Maps** – Receive a poster size map of an entire market. All fuel and convenience retail sites are marked with shaded symbols representing the average annual daily traffic count in ranges. Identify gaps in your retail network and know how consumers travel throughout the market.

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## Insights

**Market share intelligence** – Access the most accurate market share data available to understand your position versus your competition. Reports are available for gasoline, convenience store, and diesel summarized by brand or by type of operation.

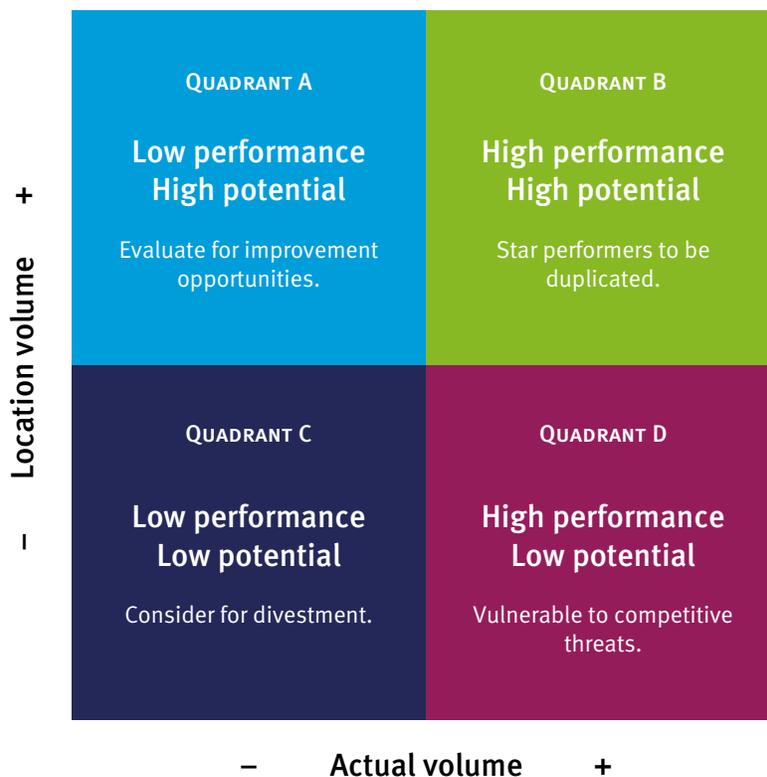
**Market concentration analysis** – Understand your market share position compared to critical mass and market saturation. Critical mass is the point where brand presence, acceptance, and recognition begin to work in your favor. Knowing the saturation point is important in avoiding cannibalization of your own brand. Knowing your brand strength against other brands in the market will make you a more effective and efficient marketer.

**Benchmark analysis** – Understand how your brand or individual sites compare to key competitors in all of the [7 Elements for Fuel and Convenience Retail Success](#) (market, location, facilities, operations, merchandising, brand, and price). This analysis provides important facts that help you understand your strengths, weaknesses, and improvement opportunities.

**Hot Spot analysis** – When you need a cost-effective method for identifying potential new site locations in a hurry, the Kalibrate Hot Spot Analysis is the answer. It provides a consistent, objective approach for identifying areas of high demand, and saves time by eliminating unsuitable areas from your property search.

**Market overview** – Comprehensive information is summarized into an insightful brand-level PowerPoint presentation reporting on your position in the market versus your key competitors. Gain insight into their volumes, number of retail sites, market share, and how your retail network compares to theirs. When available, you will also receive information on how the market is trending over time.

**Performance analysis** – Understand how each of your sites is positioned in the marketplace. This analysis categorizes your sites into four quadrants, revealing how they are positioned for the future.



## Simulations

**New site search** – Using proven, proprietary modeling techniques, this product incorporates the characteristics of your standard new site and your pricing strategy to forecast sales at each traffic point within a market. In addition to gasoline and convenience store projections, forecasts are also available for retail diesel, car wash, and quick service restaurant.

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**Single site analysis** – Uses proven sales forecasting technology to evaluate a location, whether an undeveloped property or an existing facility. The primary objective of the evaluation is to provide accurate predictions of potential gasoline volume and/or convenience store revenue at a single location. Car wash, quick service restaurant, and retail diesel projections can be added to the standard product. With Kalibrate’s Single Site Analysis, you can know the results before investing capital.

**Network planning services** – Kalibrate’s location intelligence experts will lead a collaborative session to develop a comprehensive network plan for your market. Throughout the process, you will learn how to develop a retail network plan using best practices and procedures while our experts do the work for you. A detailed action plan for each evaluated site and property will be provided along with volume projections for each scenario. When conditions change, our experts are there to incorporate them into your network plan to ensure it remains up-to-date and valid.

**Acquisition analysis** – Before investing, let Kalibrate help you understand the volumetric impact of changes at the sites or chain to be acquired (i.e. rebranding, new price strategy, closing overlapping locations, rebuilding facilities, etc.). With Kalibrate’s Acquisition Analysis, you will know what volume to expect before making a capital investment, and how the acquired sites will impact your existing network.

**Branding opportunity analysis** – With so many brands to consider, it is important to know which option will allow you to maximize sales. This analysis provides the change in volume for each brand being considered for vacant properties or existing sites. These valuable results will enable you to select the branding option that allows you to maximize sales and profits.

**Brand value** – This service quantifies the strength of your brand versus selected competitor brands in cents per gallon. Use these results to determine the best approach to market your brand to potential resellers, or help establish your rack prices.

**LocationXpert** – An online strategic retail network planning tool designed to help fuel and convenience retailers determine the optimal plan for their network of sites. Use it to analyze your markets, find the best locations for new sites, develop optimal network plans, and identify capital and operational opportunities. LocationXpert employs the power of predictive analytics so you can test different strategies before you implement them. This strategic and tactical decision support tool combines advanced modeling features with comprehensive market intelligence and mapping capabilities to give you a clear picture of your market, competitors, brand, and customers. Forecasts are available for gasoline, convenience store, retail diesel, quick service restaurant, and car wash.

**Click here to enquire about purchasing  
Kalibrate's Market Survey Intel for your market**

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## 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.

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