

**BENCHMARK STUDY HELPS OIL COMPANY**

# Look Outside the Box

**CLIENT PROFILE**

Major Oil Company operating in Southeast Asia

**CHALLENGE**

To benchmark the retailing characteristics and performance of its retail network against premier competitors.

**CLIENT QUESTIONS**

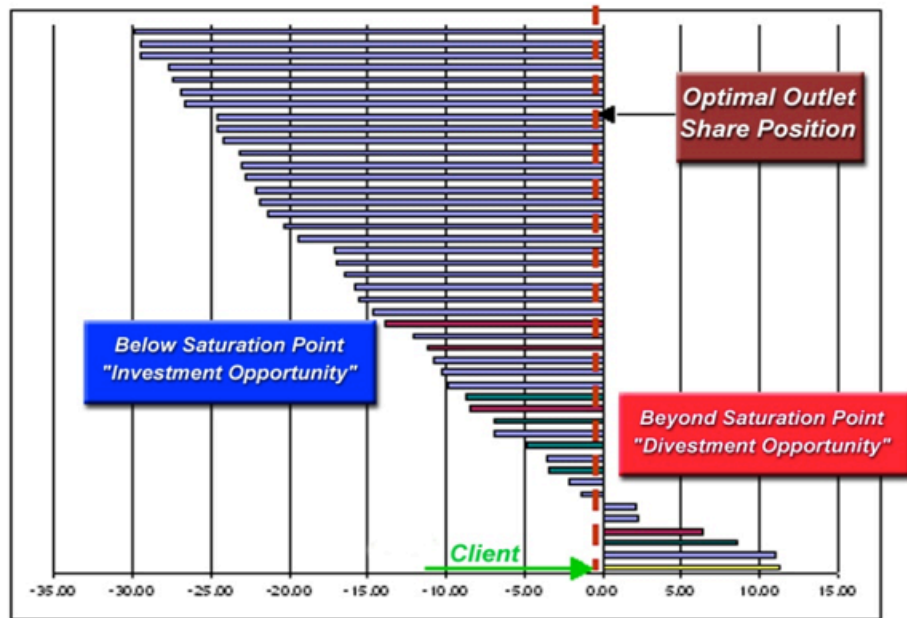
*Why are some competitors better than others?  
How can my network be more effective against all competitors?*

**SOLUTION**

Kalibrate analyzed market intelligence to benchmark the client’s brand alongside 44 other selected best-practice retailers located in the Japan, Malaysia and the U.S. This analysis was based on Kalibrate’s extensive fuel and convenience retail market surveys. The benchmark analysis yielded a picture of brands’ outlet counts, volume performance and brand characteristics such as lot size, fueling positions and store size.

The outlet share position was plotted for each of the 44 retailers, as compared to the “optimal” outlet share position. The optimal position was defined as the point beyond which a retailer would begin cannibalizing its own network.

*The graph displays the outlet share position for each of the 45 retailers in the study, as compared to the optimal position. The yellow bar shows the client brand.*



## RESULTS

The client discovered that it was cannibalizing its network at a greater rate than the other retailers. This surprising insight set the client onto a new line of inquiry about strategic improvements. The client said,

**“The Benchmark Study helped us look outside the box. In the past, we just compared ourselves against our direct competitors. This study showed us how we performed against leading brands around the globe.”**

The client gained

- The ability and confidence to see their strategic possibilities in context with best-practice competitors
- Insight into a crucial strategic shortcoming that, now visible, could be addressed
- Knowledge of specific improvement opportunities for its retail network

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## ABOUT KALIBRATE

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For over 20 years, Kalibrate (LSE: KLBT) has advised fuel and convenience retailers throughout the world on how to be best-in-class operators in the fast changing marketplace. Kalibrate’s global footprint and local presence are the result of a merger between two market leaders: KSS Fuels, the forerunner in fuel pricing automation, and MPSI, recognized leaders of retail location intelligence. Clients gain fuller visibility, truer insight and more effective control over what matters most—what Kalibrate calls Your Adaptive Edge™. For more information, visit [kalibrate.com](https://www.kalibrate.com).

**CASE STUDY:** Benchmark Study Helps Oil Company Look Outside the Box