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**IMPROVING MARKET EFFECTIVENESS DURING**


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# Fuel Price Deregulation

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**CLIENT PROFILE**

Major Oil Company operating in Southeast Asia

**CHALLENGE**

National deregulation of petroleum pricing created a new competitive landscape for established companies. Kalibrate's client needed to assess the effectiveness of their retail operations and pricing processes against new competitors, both domestic and global brands new to the country. With that competitive benchmark in place, the client then needed to raise the level of sophistication on retail planning and pricing processes.

**CLIENT QUESTIONS**

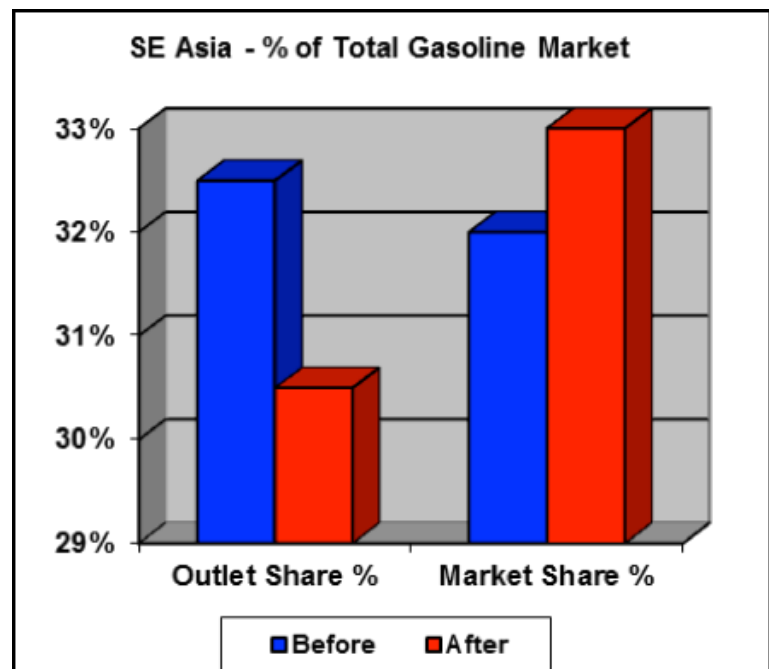
*How do I continue to succeed now that new companies are opening locations near mine?*

*How do I keep them from luring my customers away?*

*How do I know my outlets are performing as well as they should?*

**SOLUTION**

1. **Benchmark performance through a 7E assessment.** This gave the client a benchmark for effectiveness in the elements of fuel retail success. Strengths and weaknesses were identified, pointing to areas where the retailer needed more capabilities and could gain advantage through capital investment.
2. **Advance client capabilities with best practices training and workshop.** Kalibrate conducted workshops for the client to teach best practices in retail network planning and related disciplines aimed specifically at the client's strategic priorities.
3. **Implement tools for ongoing assessment and strategic alignment.** Kalibrate Location solutions enabled the client to conduct ongoing assessment of each retail location's effectiveness. Underperforming locations could



then be further analyzed and improvements made. Overachieving sites could also be identified and analyzed for best practices that could be applied to other sites in the network.

## RESULTS

**The company is now the leader in market effectiveness – the measure of how efficiently a retailer is running its network – and has the highest average gasoline volume per outlet.**

Deregulation unleashed an evolution in the market that kept the client on a path of continuous assessment and adjustment of operations. In spite of this pace of change, the client has consistently improved its gasoline market share.

The client has achieved volume performance above the market average and improved its gasoline market effectiveness ratio, even with fewer outlets than the market average.

Overall, the client's market share increased 1.2% while outlet share decreased 2.1%.

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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](http://Kalibrate.com).