

The changing world of fuel pricing

Which strategies are being deployed and when should you use them?

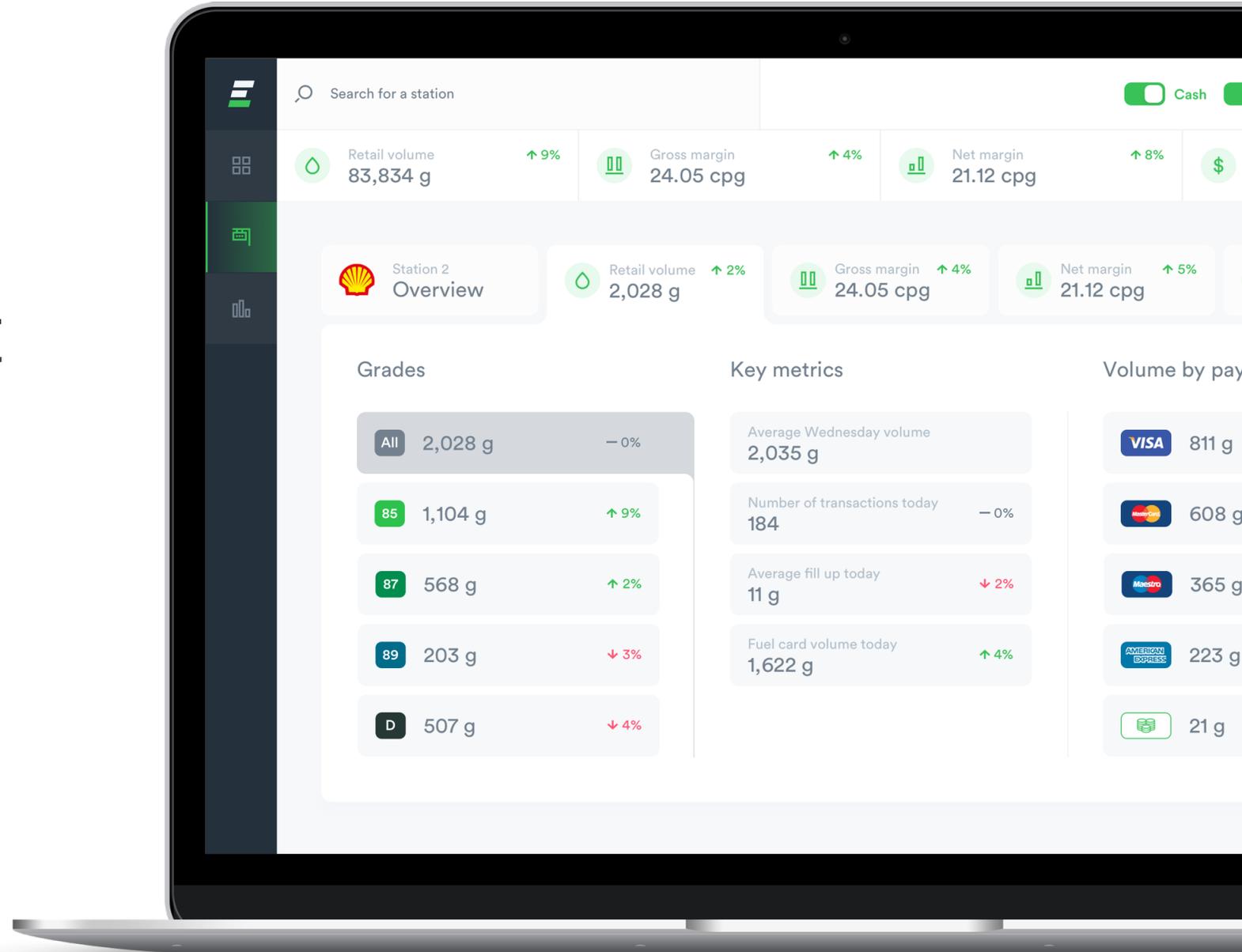
2nd December 2020



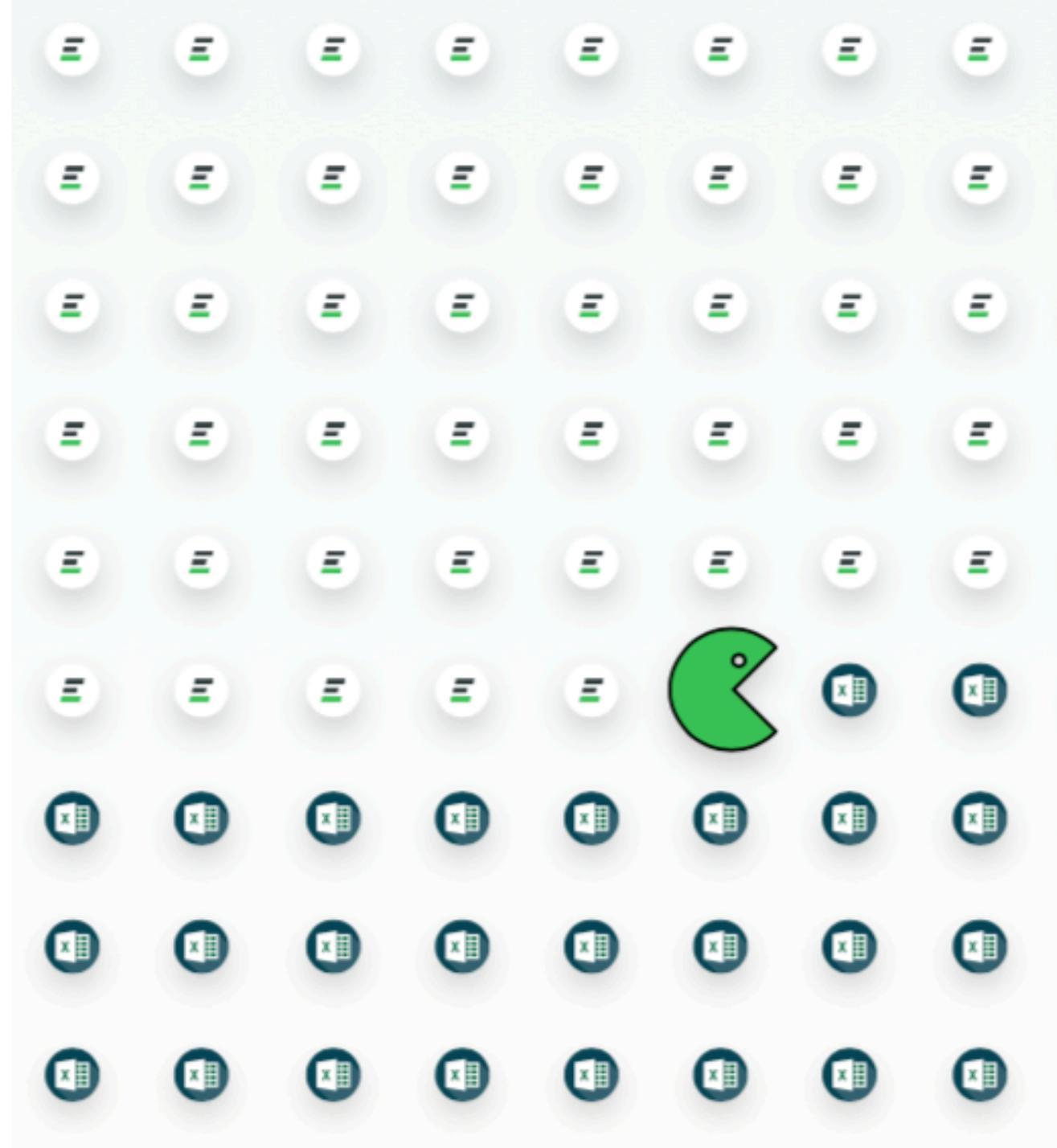
Mark Truman
Chief Revenue Officer



Pricing software that has been built for retailers that want to **keep control** of their pricing.



Our customers are
retailers like you.
And they have
deleted **thousands
of spreadsheets** to
gain a market
advantage.



They've seen
upwards of **18%**
**increase in fuel
profit** by having
access to real-time,
accurate insight.



So, why does fuel pricing matter?

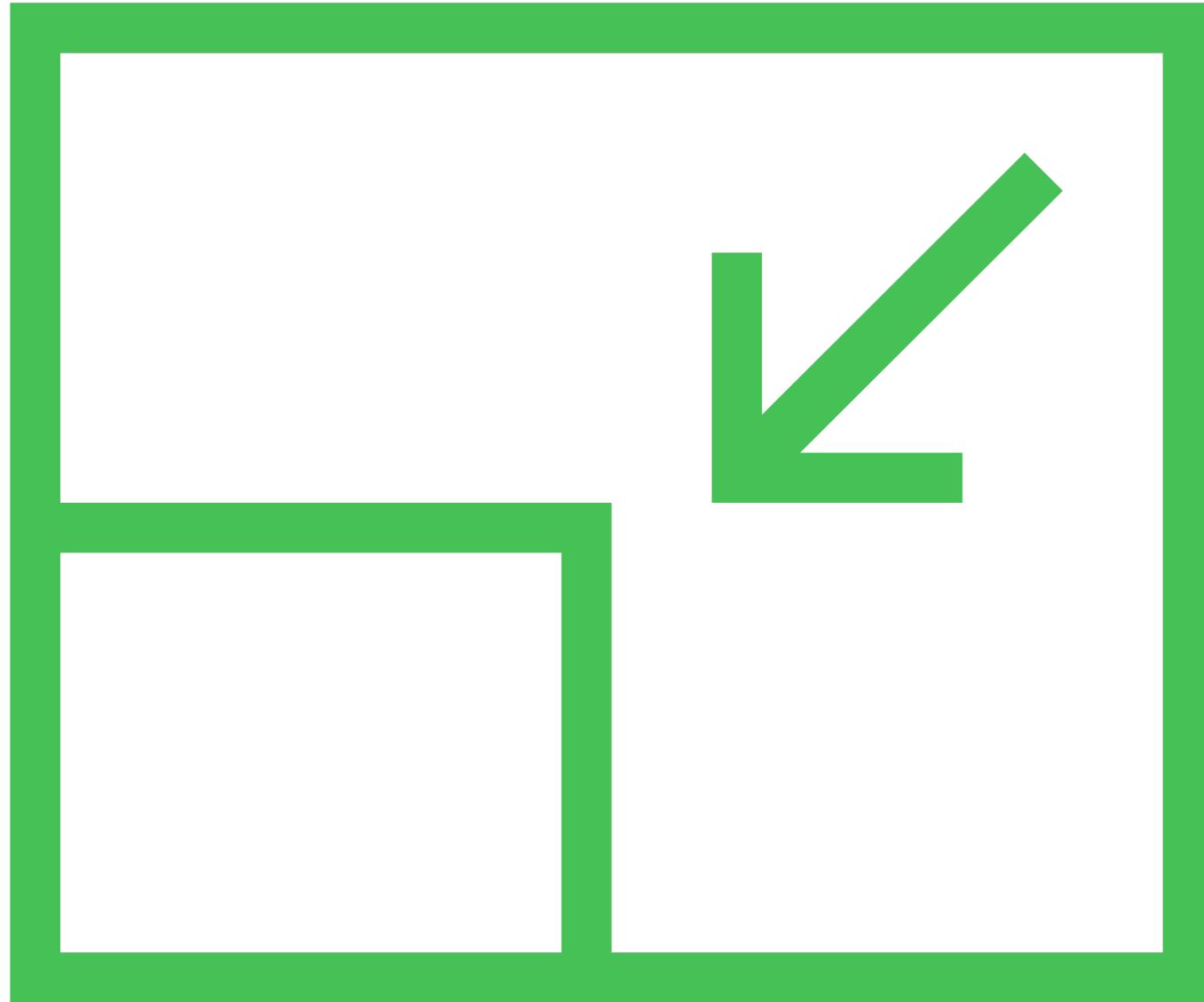


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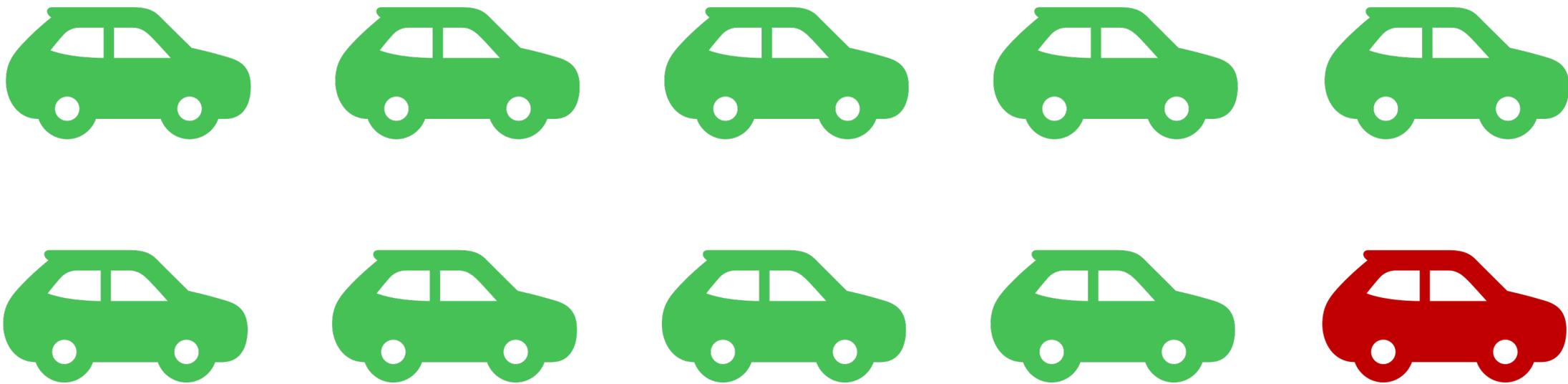


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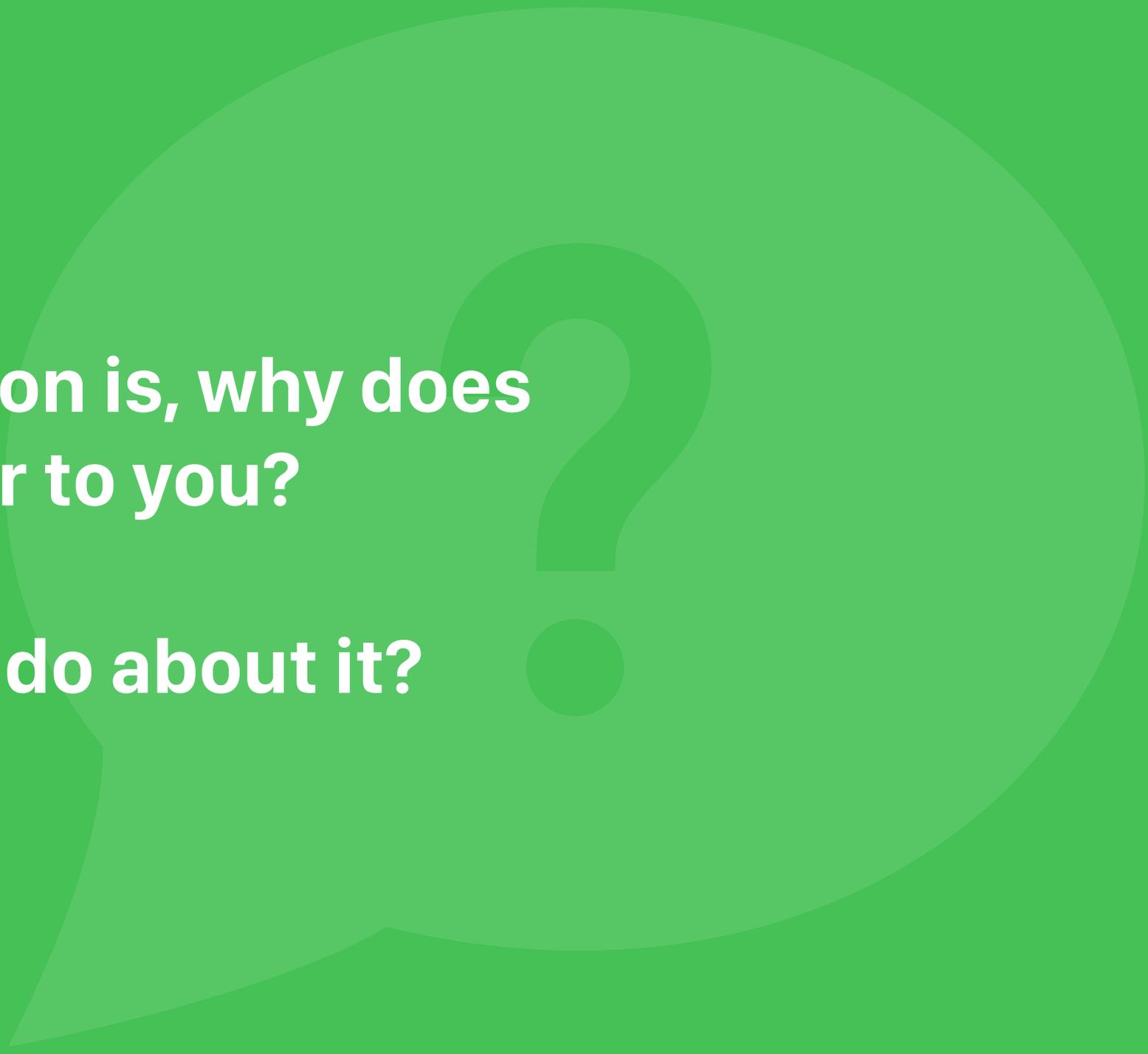


There are signs that automated pricing to grab volume is reducing.



Opportunities are already there.

And new ones are being created.



**So, the real question is, why does
fuel pricing matter to you?**

And what can you do about it?

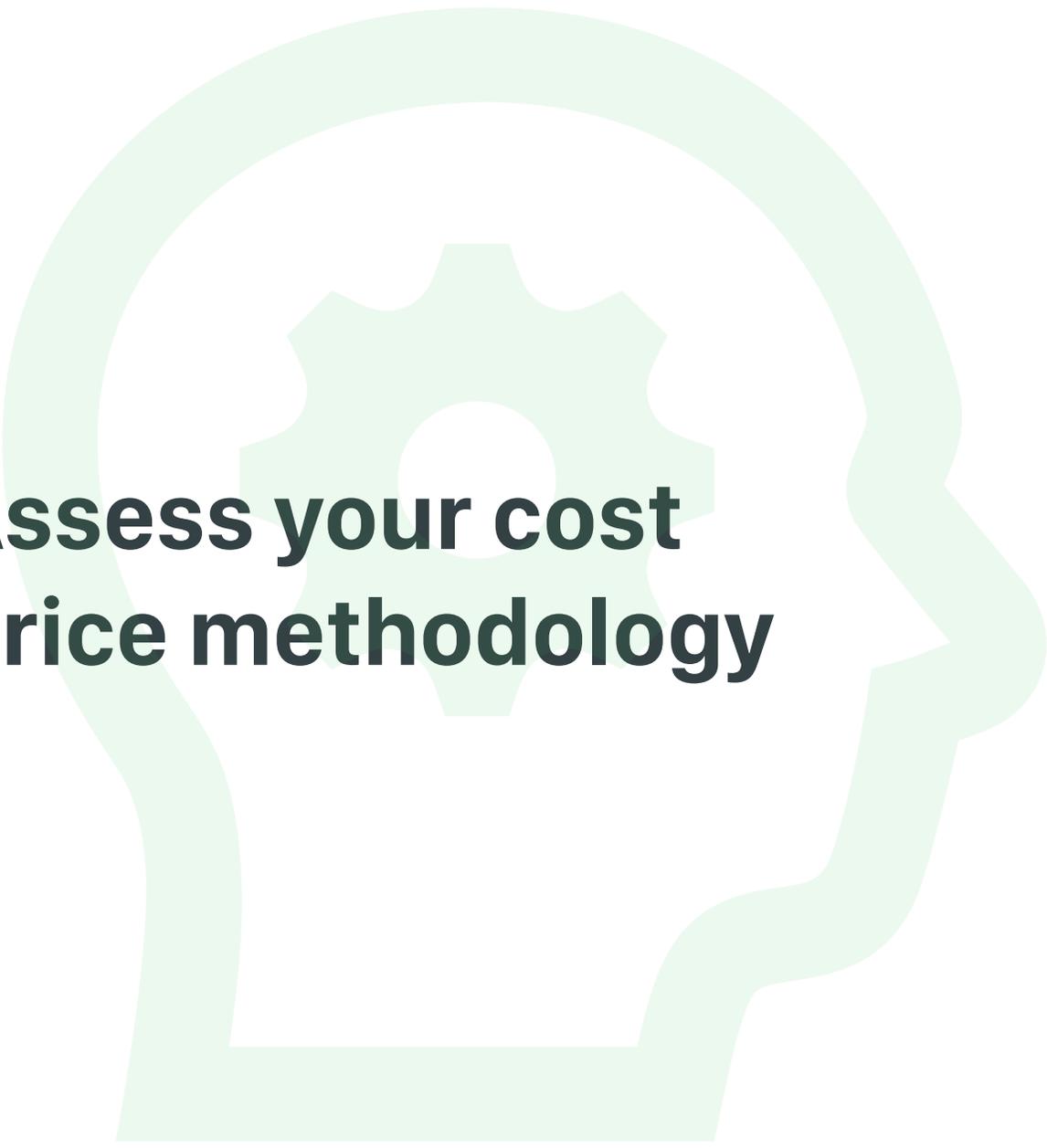
A dark green silhouette of a hand pointing towards the right, positioned over a faint grid pattern. The hand is pointing towards the text on the right side of the slide.

**Assess the factors
you prioritize when
setting a price**

Volume

Margin

Competition



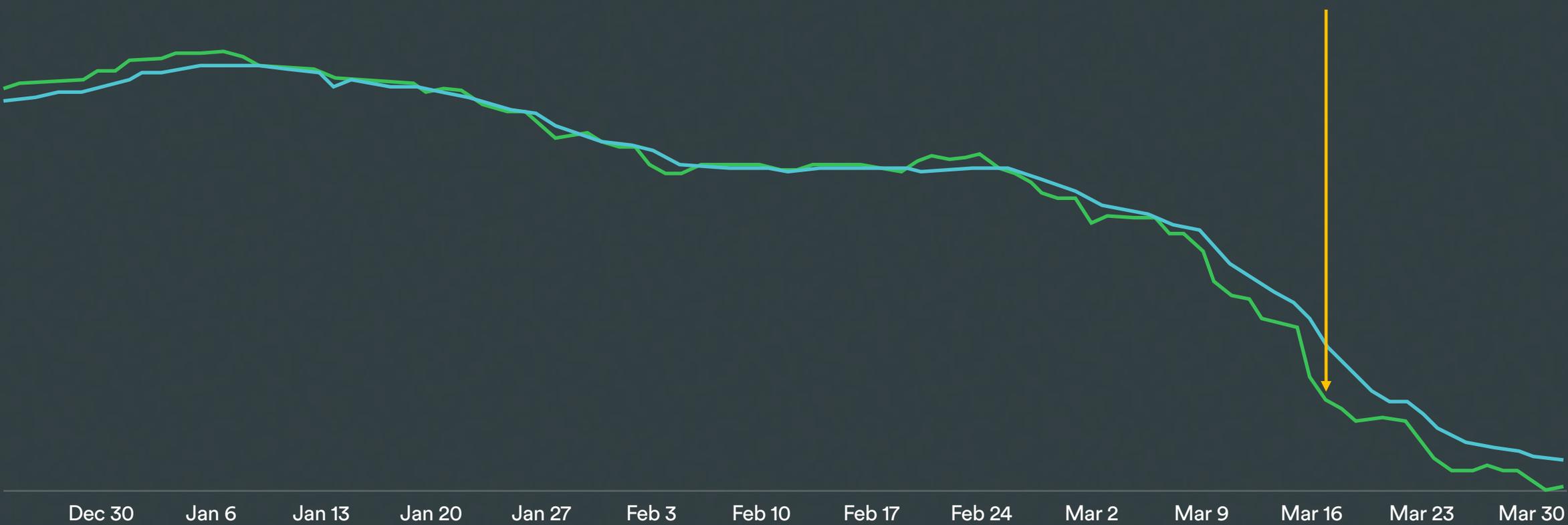
**Assess your cost
price methodology**

**Replacement
cost**

**Last delivery
cost**

Blended cost

What is blended cost?



**Constantly
review your
premium grade
(or cash/credit)
spreads**

Trial Period

3 weeks

2 weeks

Strategy

9cpg PG increase

14cpg PG increase

PG Profit increase

+10.89%

+23.47%

PG Volume impact

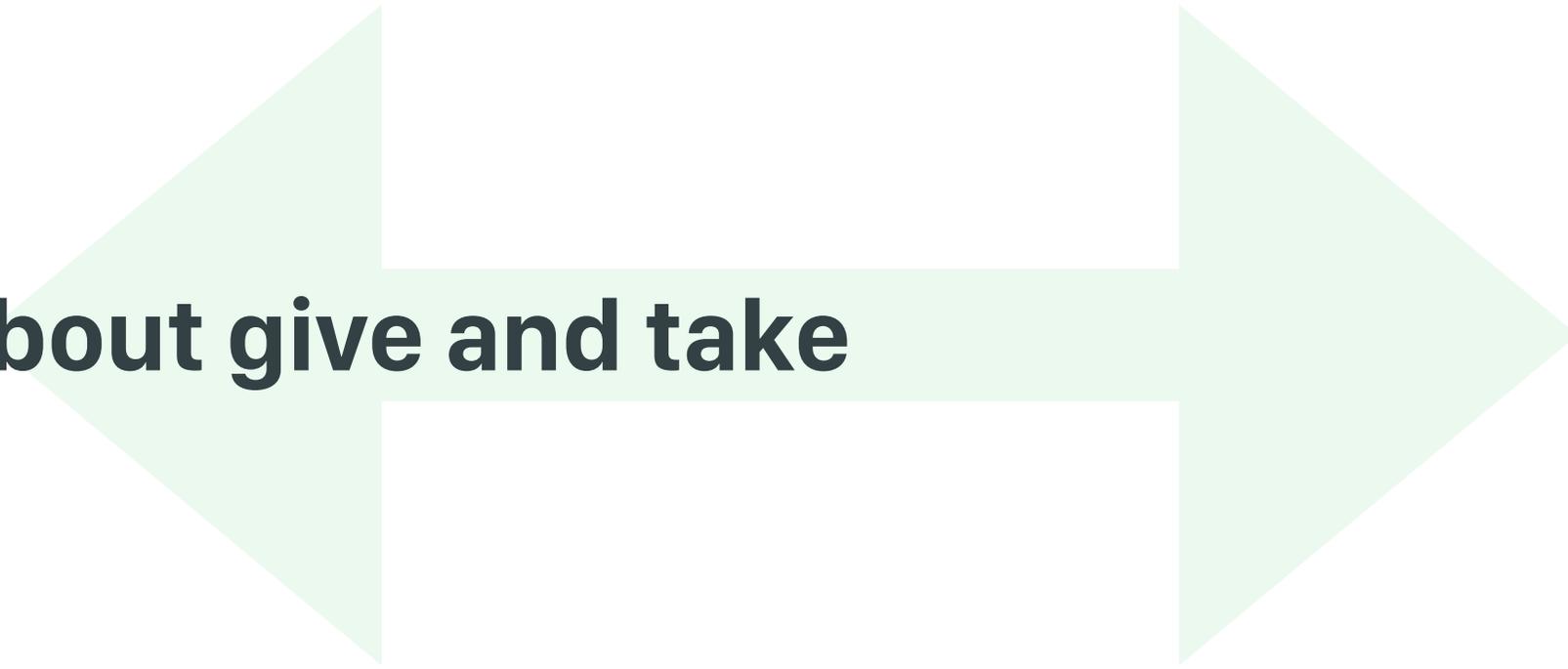
-5.18%

-1.28%

Amend your strategies to your business needs

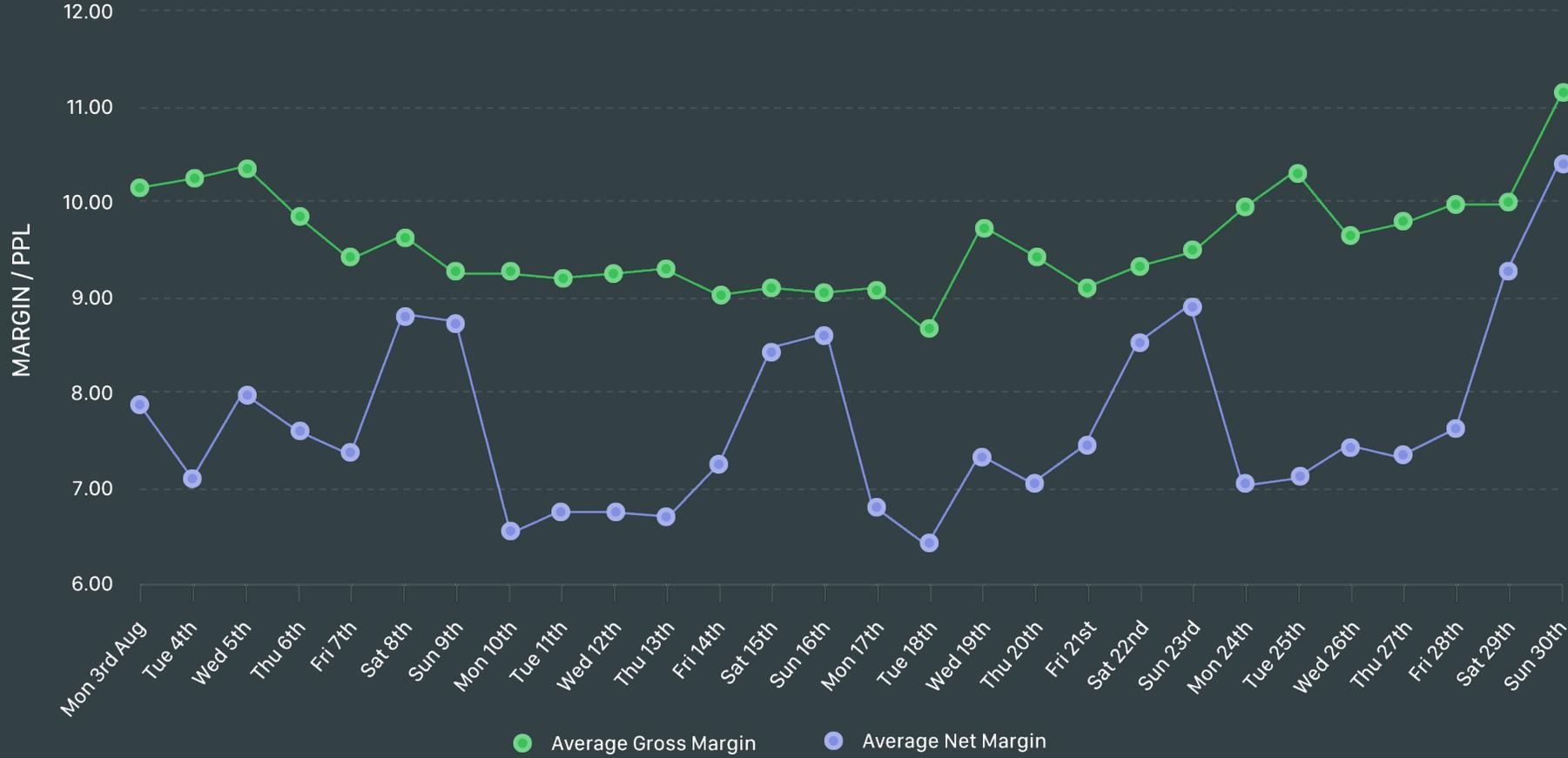
Trial Period
Strategy
Overall Profit increase
PG Volume impact

	4 weeks	4 weeks
Strategy	5cpg PG decrease	10cpg PG decrease
Overall Profit increase	-0.89%	+2.47%
PG Volume impact	2.66%	16.28%

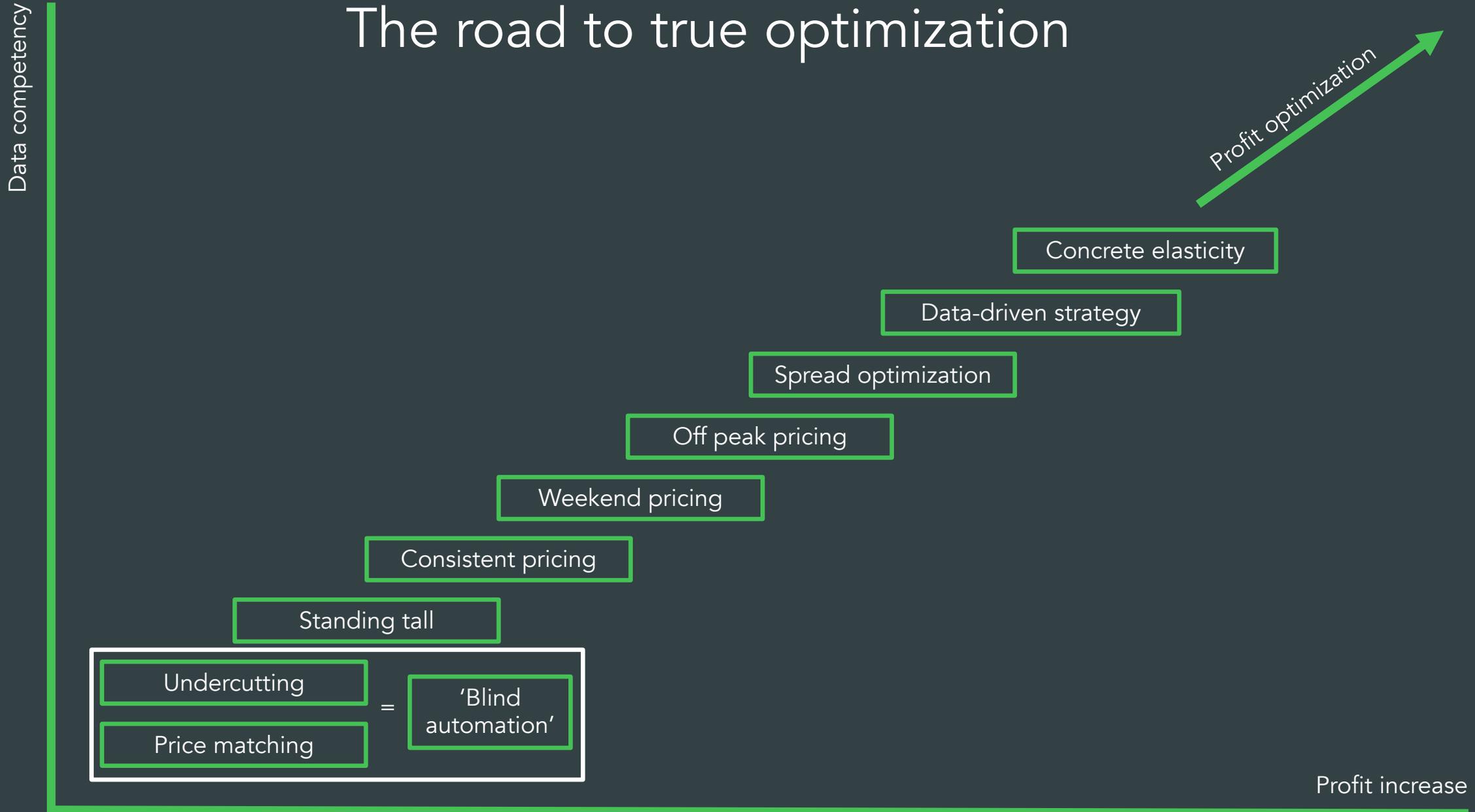


It's all about give and take

Average Margin



The road to true optimization





Key takeaways

The industry is changing, you need to change with it

Investigate new ways to identify and use analytics

You can serve your customers and your business objectives

Want to make sure you are optimizing your fuel pricing?

Book a demo now to see how EdgePetrol can help you to:

1. Get the most accurate cost of fuel
2. Track performance in real-time
3. Set and deliver new site strategies
4. Increase profit up to 18%

Get in touch:

sales@edgepetrol.com or call 020 3865 8689

