



**“We lead you through the profitability maze”.**

CONDEVCO LLC / CONVENIENCE DEVELOPMENT CORP

## THE “METER” NEWSLETTER “KEEPING TRACK OF THE FLOW...”

### “THE METER”

**VOL1, ISSUE 7, FEB 4, 2009**

#### Some Operators and Jobbers still don’t “Get it”

We’re going to stick with the revamped newsletter format this time. The “Service Station” Blog had it’s busiest two weeks to date, and for this we give you all a big “Thank You”. Click on the links to view the whole articles below.

Oil companies have reported the 4th quarter earnings, and while nobody is spilling many tears for the firms showing quarterly losses due to the decline in crude prices and having to revalue their deposit’s asset values, this should make for some consolidation and some deals going forth in quarters 2 and 3 of this year on the producer and multinational side of the business.

But on to the main topic for our newsletter: What is wrong with the picture to the right?

I took this with my cellphone camera on Sunday, February 1st, while on the way to the Super Bowl get together Darcee and I were attending. We got off I-95 and needed some gas for the car, so I pulled into a prominent local jobber’s self-branded site. As I pulled up to the pumps, this sign, times eight, was looking out from each dispenser fueling point as I got out of the car. It says, in case it’s hard to read **“If you don’t know your pump #, don’t expect us to Guess. Thank You.”** Well, at least they thanked the customer at the end.

Where can we start on what message this sends to the customer pulling in to fuel up at this location?

Firstly, if there’s a real problem with people knowing what pump they are fueling on, how about switching the dark red numbers on a black background to a contrasting color? Remember, this unit isn’t subject to national branding appearance guidelines, it’s a local brand.

Secondly, you could computer print a sign and laminate it, perhaps worded with a more businesslike “Please note your pump # before approaching cashier” or something more customer friendly or appropriate. With the proliferation of computers and printers, almost any manager or employee has the capacity to get something printed with friendly wording.

And since I paid at the pump and wanted a receipt, you know what the next part of the story is... The dispenser flashed the “ Printing receipt” message, followed by the ever infuriating “See Cashier for receipt”! No paper in the dispenser’s receipt printers!

So, I headed inside to put an end to this quality customer experience at the cashier’s booth. Of course, the cashier never put down her cellphone, and seemed disturbed and dismissive that I had disturbed her conversation with the “Receipt for pump 6, please” request. As I got back in the car, I told Darcee, “This is why customers love to buy gas!” Even if I had wanted to purchase something inside the store, I was pretty steamed by now. Remember, this was Super Bowl Sunday, 2 1/2 hours before the game. Prime C-Store time, if there ever was. Beer, Sodas, Chips, Dip, Candy, and people in a hurry, isn’t that what “Convenience” is all about?

Well, enough of my rant on this little incident. We all know business is getting tougher as consumers feel anxiety and concern of the state of the economy. Let’s not “Shoot ourselves in the foot” by not looking at our businesses through the customer’s eyes.

Condevco has created and rejuvenated brands and operations for many different clients in many different fields, retailing/distribution/services, so let us help you make it through. Contact Ron with your consulting inquiry. ([Click Here](#))

#### General Retail Topics:

##### Home Depot Cuts:

Home Depot goes back to it’s core —[Click Here to read](#)

##### Rental Car Firms Caught in between two tough realities

Reduced Travel and used car values squeezing Rental Firms—[Click Here to read](#)

#### Convenience Supplier/Competitor and Merchandise:

##### How Much Should a Good Cup of Coffee Cost?

Starbuck’s store closings and outlook—[Click here to read](#)

##### McDonalds is a Chain for the times

Michaels Dis the “value” home-sight chain. [Click here to read](#)



### What’s Wrong with this Picture???

#### ABOUT CONDEVCO LLC AND RON & DARCEE SANTICOLA

Retail and Consumer products Experts for 25+ years...

RON SANTICOLA HAS BEEN IN THE CONVENIENCE STORE BUSINESS FOR 15+ YEARS HERE IN FLORIDA AND INTERNATIONALLY, AS A “C” LEVEL EXECUTIVE AND CONSULTANT. AWARD-WINNING AND RESPECTED INDUSTRY LEADER. DARCEE SANTICOLA IS AN AWARD-WINNING STORE DESIGNER AND SPACE PLANNER. WE MERCHANDISE LOCATIONS AND LAY OUT SELECTION, MIX AND PROMOTIONAL CALENDARS.

RON IS ALSO A FL LICENSED REAL ESTATE BROKER, SPECIALIZING IN PETROLEUM RETAILING PROPERTIES AND PETROLEUM DISTRIBUTION.

WE SPECIALIZE IN:

- ◆ SITE AND CHAIN ACQUISITION
- ◆ BRANDING AND FUEL SUPPLY
- ◆ STORE DESIGN—NEW & REFURBISHMENT / REBRANDING
- ◆ MERCHANDISING & PROMOTIONS
- ◆ FINANCIAL MODELING—ACQUISITION AND OPERATING
- ◆ CUSTOMER SERVICE TRAINING
- ◆ MYSTERY SHOPPING
- ◆ MANAGEMENT CONSULTING
- ◆ COMPANY BENCHMARKING
- ◆ FUEL PRICING USING THE: [marginvolumepricing.com](http://marginvolumepricing.com)

### McDonalds is a Chain for the times

Mickey D's the "value" heavyweight champ—[Click here to read](#)

**Multi-State Station Package for sale**—Get on the list for new sites coming up weekly FL, GA, TN, PA, OH, WI, and MN stations available—[Contact Ron for details](#)

**We're in the news...** [Click here to read](#) the January 18th Palm Beach Post Article on the Florida Station's Tank Situation - Ron is quoted in article.

### Florida Station Owners - Tank-swap Financing

Hey Florida Station owners who haven't switched out their tanks yet! The deadline is approaching in under 11 months. **That's January 1st 2010!!!** We have a lender providing tank-finance programs to station owners, including a full refinance of the site if the numbers work. [Click to contact us for details on the program.](#)

More information on the situation can be seen on Ron's Blog "The Service Station" [Click here to access Ron's Blog](#) There are numerous articles of interest, pertaining both to Convenience/Gasoline and General Retail and QSR/Casual Dining subjects.

**We love new readers!!! If you know someone who should read "The Meter" Please forward!**

To be removed from the mailing write to [rsanticola@condevco.com](mailto:rsanticola@condevco.com).

Questions or comments? E-mail us at [rsanticola@condevco.com](mailto:rsanticola@condevco.com) or call Ron at 561-274-4261

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