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Convenience Store News

WHAT'S NEXT IN CONVENIENCE AND PETROLEUM RETAILING

Fas Mart/Shore Stop, MAPCO Invest In Motor Fuels Technology

MECHANICSVILLE, Va. -- GPM Investments LLC and MAPCO Express Inc. recently invested in new technologies to better manage their motor fuels business.

GPM Investments, operator of more than 200 Fas Mart and Shore Stop stores, based here, is implementing KSS' PriceNet, a fuel price management and optimization system.

The retailer will use PriceNet to review up-to-the-minute information on the performance of each fuel grade at every location on an exception basis. Automated alerts will help the retailer's pricing team take immediate action by focusing their attention on the suggested pricing opportunities.

"Our customers have come to know us for our commitment and passion for excellence and it was our desire to extend this to our fuels pricing that eventually steered us to the KSS PriceNet solution," said Don Bassell, chief financial officer. "We are excited to begin the rollout and look forward to seeing the benefits of PriceNet within a relatively short timeframe."

PriceNet is a pricing solution that supports retail fuels pricing, from capturing field-based intelligence at the site level to the generation of price proposals via comprehensive pricing rules or price optimization.

Meanwhile, MAPCO Express Inc., a subsidiary of Delek U.S. Holdings Inc, that operates nearly 500 retail gasoline and c-stores, will implement FuelQuest Inc.'s Fuel Management System (FMS), to enhance its fuel management processes.

"Operating retail sites in eight states, it is essential for us to be as efficient as possible across the multiple processes we use today," said Ed Morgan, CFO at MAPCO Express, based in Brentwood, Tenn. "FuelQuest's FMS provides a unified platform to enhance reconciliation processes in our fuel inventory management practices, while enabling us to continue our acquisitive growth in the southeastern market."

In addition to eliminating some labor-intensive processes, MAPCO Express is simplifying its secondary supply chain replenishment processes. At the same time, Delek US has a need to centralize dispatch activities among its fleet and common carrier network across all three of its operating segments using a common operations platform.

The FMS solution will diminish MAPCO's reliance on manual processes and increase the productivity of its internal staff, the company said in a statement. The initial phase of the engagement will focus on automating and enhancing forecasting and sourcing efforts. FMS will automate dispatch activities to free up staff so that they can manage more sites and reduce the time spent processing dispatch orders.