

fairbanks

SITE OPTIMISATION SERVICE

Be the best you can be

- Avoid stock-outs
- Increase sales
- Improve customer experience



Is your site optimised?

Fairbanks offers a Site Optimisation Service, which can recommend the optimum layout for your site(s), whilst factoring in the cost to make the necessary changes.

Consumer habits change in line with market trends, causing certain fuel grades to wax and wane in popularity. Making regular changes to your forecourt to reflect this can be difficult and costly, however, Fairbanks can help you to make a more informed decision. Our site optimisation report advises you of the most cost-effective solution to keep abreast of customer demands, reduce stock-outs and increase sales.

Case Study

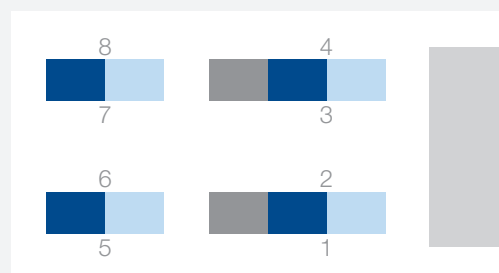
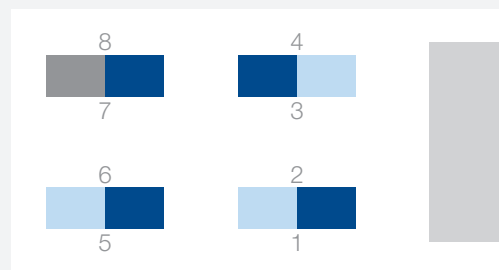
Fairbanks was requested to complete a site optimisation report on a site that we monitor, as the owner had been experiencing problems with diesel stock-outs on tank 4. Fairbanks performed 'criticality'* calculations based on the average sales from each tank and the site as a whole, whilst taking into consideration tank capacity. Based on these findings, we were able to advise the customer to utilise tank 1 for diesel storage, as opposed to tank 4. This increased the diesel storage capacity, and as a consequence, improved diesel sales. In addition, though not identified as an issue by the site owner, we recognised the need for greater availability of super unleaded fuel on the forecourt, in order to help improve the customer experience.

Current

Tank	Grade	Capacity	Av. Daily Sales	Criticality	Pumps
1	Unleaded	27,160	1,108	0.43	1 2 5 6
2	Diesel	13,580	969	0.75	3 4
3	Super Unl.	13,580	80	0.06	7 8
4	Diesel	13,580	1,446	1.12	1 2 5 6
5	Unleaded	13,580	599	0.46	3 4
6	Diesel	13,580	197	0.15	7 8

Proposed

Tank	Grade	Capacity	Av. Daily Sales	Criticality	Pumps
1	Diesel	27,160	1,446	0.50	1 2 5 6
2	Diesel	13,580	969	0.67	3 4
3	Super Unl.	13,580	160	0.11	1 2 3 4
4	Unleaded	13,580	1,108	0.77	1 2 5 6
5	Unleaded	13,580	1,169	0.81	3 4 7 8
6	Diesel	13,580	197	0.14	7 8



Diesel
 Unleaded
 Super Unleaded

How can I request a site optimisation report?

To schedule a site optimisation report, call Fairbanks on 01695 52175 today.

→ [fairbanksglobal.com](https://www.fairbanksglobal.com)

*The risk of stock-outs occurring