



PETROLEUM MERCHANDISING®

EXPERIENCE · EXECUTION · EXCELLENCE



1-877-775-8969

ABOUT US

- We are committed to helping build our retail partners' businesses with the most complete package of services and solutions nationwide in 48 state. From outstanding in-store merchandising through state-of-the-art reporting systems, we have what it takes to take retail performance to the next level.
- Our goal is to consistently serve as a leading, dynamic retail service company, focused on our clients' diversified needs. Our company-wide commitment to growth, technology, superior reporting, and quality execution spirit us forward and distinguish us from the competition.
- We excel at the many interconnected elements that support our retail partners' objectives and maximize consumer sales



WHAT WE DO

- **In-store Merchandising**

Our trained merchandisers are in-store continuously, visiting virtually every retail banner from one day up to seven days per week. They provide key merchandising services and support our retail partners with essential stock replenishment. Additional responsibilities include straightening racks, executing plan-o-gram instructions, and setting up corrugated displays and promotions for optimum results.

- **Stocking**

The Petroleum merchandising team moves newly delivered product from the receiving department to the front of store for shelf and display stocking, then creates returns and prepares them for return shipping at the back of the store.

- **Product Rotations**

Efficient product rotation practice leads to less returned or discarded product for the retailer and a greater likelihood of overall profit. Our merchandisers are trained to be diligent in stock rotation during in-store visits so that more product is sold on time and moves off the shelf as new product comes in.



PETROLEUM MERCHANDISING®

- Plan-o-Gram Programs and Maintenance

Petroleum Merchandising provides full plan-o-gram organizational services for our retail partners. We are experienced at creating plan-o-gram rack display plans and stickering on the racks to optimize space, sales, and profits. Our merchandisers are also adept at following plan-o-gram directives and surveying them for increased effectiveness

- Sticker/Sign Placement

Key placement of promotional signage can be highly effective in shortening product turn. Mercury merchandisers install promotional signs in-store as well as sticker product and racks for increased visibility and improved sales.

- Seasonal Support

From summer to back-to-school to holidays, there are many important retail seasons throughout the year. Mercury supports retail partners by stocking product and helping merchandise it creatively and effectively before, during, and after each selling season.



SURVEY ACTIVITIES

Petroleum Merchandising provides the most complete combination of survey services to supply retailers with the critical knowledge they need for peak performance in their stores. We provide valuable assessments relating to anything in-store in real time, so that response to the information can be timely and effective.

- **Market Research/Demographic Studies**

“Knowing the customer” and “knowing the market” are basic tenets of every successful marketing endeavor. Petroleum Merchandising is experienced at collecting and analyzing customer demographics to define who the customers are, what they are buying, and what influences their purchasing decisions. Our comprehensive reporting allows retailers to create customer profiles that are accurate and actionable as well as identify important product trends.

- **Customized Audits**

Different retailers have different needs when it comes to information. One may need to know how a particular promotion is working, another may want precise information about in-store traffic flow. Whatever the need, Petroleum Merchandising Retail Services captures and delivers the essential data that helps retailers enhance their businesses.



PETROLEUM MERCHANDISING®

- **Inventory Services**

Tracking inventory diligently is a must for every retailer. Our team employs the latest hand-held, product scanning technology to systematically collect current inventory information at the store level and instantly transmit the data for processing and action.

- **Mystery Shoppers**

Through our mystery shopper program, we provides our retail partners true competitive advantage with a powerful tool for evaluating the operations, employee, and customer aspects of their businesses. Our trained “mystery shoppers” deliver high-quality data that can be compiled and reported back to retailers quickly, giving them invaluable insights into the daily workings of their stores, winning practices, and key areas for improvement.

- **Price Auditing**

Knowledge is power. With our wide network of personnel on the ground in many regions, Mercury provides retailers with that power in the form of valuable market intelligence: competitive chain retail pricing strategies; promotional pricing strategies in non-traditional COT retail categories; comprehensive retail strategy reviews of competitors; and more.

DIRECT STORE DELIVERY

Petroleum Merchandising offers our partners the extensive range of benefits derived from the DSD business process. We handle all product details and logistics – order, warehouse, distribute, stock, merchandise, and return – as well as manage the financial responsibilities.

- Consulting

We are always available to meet one-on-one with our customers and to provide the information and advice they need to make the best business decisions for their companies.

- Product Brokerage/Distribution

Petroleum Merchandising has longstanding working relationships in the retail industry to help place quality products in major chains for widespread distribution and potentially advantageous DSD arrangements.

- Auto Replenishment Programs

Petroleum Merchandising has highly efficient, automatic product reorder systems, based on data gathered electronically at point of sale. Daily sales are tracked via UPC scans and processed each evening, so reorders are generated automatically to keep shelves well stocked

RESET WORK

During the year, retailers often find the need to reset the look of stores, racks, and aisles for renewed visual attraction, increased customer interest, and augmented sales. Our company offers expert crews to assist retailers in store resets or to skillfully handle entire projects.



- Resets

Petroleum Merchandising assigns dedicated teams to retail partners' stores to ensure the reset process at the store level is transparent, effective, and without major interruption to the store's operations.

- Fixture Installation

Petroleum Merchandising professionals are experts at fixture installation, with broad experience and solid knowledge relating to a wide array of in-store fixtures.

OUR CONTACT INFO

PETROLEUM MERCHANDISING®

A DIVISION OF PETROLEUM & C-STORE MANAGEMENT GROUP®

David Sinai, *President*

Office: 800-775-8969 Ext. 1

Fax: 866-635-1260

Email: unitedbrands@verizon.net

www.petro-cstore.com

Mailing Address

P.O. Box 24036
Los Angeles, CA 90024

Corporate Office

1901 Avenue of Stars, Suite 200
Los Angeles, CA. 90067

