

CASE STUDY

J.T. is an operator of 4 rural convenience stores. As a “one man band” so to speak, he wore many hats: paid bills, did payroll and daily sales reconciliations, met with vendors, assisted managers in his stores, etc. In short, there were not enough hours in the day. When he asked us what we could do to help him, we suggested that he put his stores’ fuel inventories under our control. We would call his store managers every morning for inventory readings, and schedule deliveries not only so he would not run out, but to take advantage of swings in the oil markets. Whenever the wholesale markets were dropping, we would run J.T.’s stores at low inventory levels to take advantage of price drops, and thus maximize profits for him. Conversely, when markets were on an upward trend, we would keep inventory levels high to minimize the cost of inventory, and thus enable him to compete more effectively on the street. And with our immense buying power, J.T. was assured that the fuels he was buying from Glassmere Fuel were competitively priced, too.

“Putting my trust in Glassmere Fuel to handle my inventories and deliveries is something I wish I had done years ago,” said J.T. in a recent interview. “This is now work I don’t have to do, and more importantly, they do it better than I ever did because of their experience in wholesale fuel marketing. I have dealt with Glassmere Fuel for 12 years now, and have never bought a drop of gasoline or diesel fuel from any other company. This is because of the way I am treated by their office personnel, with courtesy and friendliness; because of my Sales Representative, Jami Prosser, who I can count on for his expertise and advice at any time, at any hour, and for their assistance in boosting my gallonage and profits. I would recommend Glassmere Fuel to anyone in the convenience store business if they need a dependable supplier that will treat them fairly and assist them in making their business a success.”