



“We lead you through the profitability maze”.

CONDEVCO LLC / CONVENIENCE DEVELOPMENT CORP

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

“THE METER”

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Don't Just Stand There, Do Something!!!

As we have watched the last month unfold in our little corner of the petroleum field, we have seen:

- 1) Jobbers filing for bankruptcy, of both the Chapter 11 and 7 varieties.
- 2) Store chains being sold either in whole or in part, AND
- 3) Stations going up for sale with prices that do not reflect the reality of the markets, either in real estate or retail convenience and gasoline.

Here's a summary of a recent conversation I had with a friend, who shall remain anonymous.

So I asked if they had gotten some station listings they were pursuing. They went to look at them but the client is in them upside-down. The businesses aren't making money and poorly managed. What they need to get won't work in this market, so they didn't take the listings. I then asked, do they want to fix the businesses so they can get more down the road (We had sent them over a Condevco consulting proposal at this friend's request) and got the reply that the owners don't want to spend any money on the business right now. So I said they aren't breaking even, can't sell the stations for what they paid for them, and they don't want to work on fixing the business, and the answer I got was that's right.

While we find this conversation hard to believe, that's not the only thing we're seeing that makes me think the "fight" is slowly leaving a lot of our friends in the business.

In a different time, we guess owners in this situation could figure someone would rescue them by "purchasing their problems" before too long. It will be a long time before that happens in today's economic climate. People are shopping, but only for "prime" items.

Jobbers are going into bankruptcy with no apparent plans for coming out. If you want to be broken up, go into Chapter 11 with no clear plan. After a while, your hard-earned

assets will be purchased with the courts help and with no regard for you.

We don't think that abandoning your businesses to the "tender mercies" of distress buyers and the courts is the way to go right now. If you have assets that aren't performing, "hoping" isn't the way to go.

It's time to become a retailer again.

Some of the things that can be done are pricing your motor fuels as competitively as you are able to, keeping your stores clean and stocked with current and timely product, and making sure your Customer Service Associates are doing all they can for your customers as they walk in. On the jobber side, If you need to restructure your debt, actively look for a way to do it.

Condevco is the Customer Service Training and Store Merchandising authority, we can help you freshen up your stores and employees without major expenditures. We have solutions for helping jobbers and multi-store owners with debt relief and restructuring.

Be sure to watch for Darcee's article for The Meter, "Eight Easy Ways to Freshen your Store and Energize your Employee's Customer Service"

Contact Ron with your consulting inquiry. Let us help you through! [\(Click Here\)](#)

General Retail Topics:

Dollar Stores have the Blueprint for Profits in Current Economy:

Dollar General and the rest poised for growth —[Click Here to read](#)

Convenience Supplier/Competitor and Merchandise:

Starbucks- Soluble or Instant - This New Coffee is a Revenue, Not Brand, Driver—Starbuck's Introducing Instant Coffee? — [Click here to read](#)

McDonalds Beverage Business a Fountain of Profits

McDonalds and Coca-Cola—Two Iconic American brands stay Joined at the hip!—[Click here to read](#)



It's Time to Open for Business !!!

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

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... Again! [Click here to read](#) the February 11th Bristol, TN [Herald-Courier](#) on The APPCO Chapter 11 bankruptcy filing. Sister firm Crescent Oil went the week before, and we're watching where this goes! Ron 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 10 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.

Questions or comments? E-mail us at rsanticola@condevco.com or call Ron at 561-274-4261

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