“Guttman’s ‘keep fill’ program has been a game changer for us. I don’t have to worry about keeping our stations ‘wet,’ which allows me to concentrate on growing my business. The care and attention I get from my Guttman rep really makes a difference.”

Owner / Independant Retailer

Go with your gut. Go with Guttman.

An independent retailer operating multiple unbranded fueling stations, convenience stores and a truck stop in the Ohio and West Virginia markets was struggling with inventory management issues that were affecting revenue. Guttman Energy was able to identify and rectify weaknesses to improve operability.

**CHALLENGE**
The retailer faced competitive pricing pressure in all of its markets and inventory management was time-consuming, as it required the owners to contact each of their locations daily to gather inventory data. This inefficiency resulted in increased run-outs, loss of revenue and last minute “rush” ordering. Complex supply sourcing was cumbersome, forcing the retailer to juggle multiple vendors.

**SOLUTION**
Guttman developed a customized “keep fill” program for the retailer that optimized its inventory levels. The program also provided real-time electronic data detailing inventory levels, purchase prices and local market prices.

**BENEFITS**
The “keep fill” program provided the retailer with a steady supply of product at competitive prices. The electronic data collection and reporting features allowed the owners to spend time managing other aspects of business instead of fuel inventory, pricing and vendors. The program allowed Guttman to schedule long hauls out of different markets to minimize impact from supply shortages and price volatility. The retailer had peace of mind knowing deliveries would be made in a timely, professional manner with competitive pricing.