



Focused Marketing Initiative™

The Competitive Edge



FMI™ —Your Success is Our Business

Core-Mark's Focused Marketing Initiative™ is designed to improve your business's sales and profits. Our dedicated team of Territory Sales Managers, Data Analysts, and Category Specialists have years of expertise in the Convenience Store Industry and leverage their talents to directly impact your business.



The Convenience Store Industry faces a myriad of challenges, that result in profit erosion. Core-Mark's FMI Team develops a comprehensive plan to increase your sales and profits. Each customized plan begins with a thorough survey of your store, comparison of neighborhood trends and demographics and current store data analytics. The result is a store-specific Retail Marketing Plan that will provide you with profit solutions and opportunities.

FMI™ has shown the potential to increase in-store retailer profits by up to \$45,000 a year!

The heart of FMI is about finding opportunities that will increase your sales and profits. Here are the key areas you can expect in your Marketing Plan.

Demographic Study

The demographic analysis provides you information regarding the consumers who should be shopping in your store and their spending behaviors.

Consumer Offerings

Customized consumer offerings are income-generating opportunities designed to meet the needs of your target customers.

Space Rationalization

Analysis based on linear profit per foot methodology, this approach will help optimize your income opportunities, including providing a customized store layout.

Product Mix Optimization

We perform a comprehensive analysis of your current inventory purchases versus other retailers and the industry's top selling items.

Vendor Consolidation

Vendor Consolidation is designed to identify and eliminate supply chain redundancy, reducing the overall cost of doing business.

Competitive Comparison

Retail-pricing strategies are often overlooked. This survey identifies opportunities to increase profit and maintain your competitive edge.

Roadmap to Fresh

Whether you are looking to enter into Fresh or take your existing programs to the next level, we help develop a series of next-steps designed for sustainable growth.



CORE Solutions SM

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