

Before you invest in a new or existing site, you need to understand its potential. Every location offers unique possibilities, depending on factors such as neighborhood and competition. Kalibrate's Single Site Analysis clearly shows you optimum scenarios for individual sites, giving you maximum volume potential.

How can you plan what to buy, build, or refurbish? How many pumps should you put in? Do you need a well-known brand? How large should the store be? What is your return? How do you convince your investors?

Kalibrate's Single Site Analysis can give you the answers. It is trusted by major brands and — importantly — independents, who could be risking everything on a single investment.

Discover the best scenario for every site to maximize volume and profitability.



With Kalibrate's Single Site Analysis, you can:

- Get timely, accurate, unbiased fuel and convenience store volume projections
- Benefit from objective due diligence to support investment decisions and negotiations
- Explore insights on adjacent offers to fuel and convenience
- Test multiple "what if" scenarios, to refine plans and avoid under or overbuilding
- Avoid cannibalizing nearby locations by testing the impact of proposed site plans
- Evaluate strategic scenarios before committing to them

Get in touch
singlesiteanalysis@kalibrate.com

Key features



Holistic site assessment

There is more to site optimization than footfall. Kalibrate's Single Site Analysis examines location, market, brand, facilities, merchandising, price, and operations to make sure you're fully informed.



Competitor benchmarking in your micro-market

An overview of your competitive landscape and a benchmark for your own site, provides an indication of the performance potential of your site based on the 7 Elements for Fuel and Convenience Retail Success.



Volume and sales forecasts

Kalibrate put years of machine learning and AI experience to work to develop a forecasting technique to predict accurate potential performance.



Optimal site configuration to maximize volume

By testing multiple scenarios, Kalibrate helps you understand which characteristics will encourage maximum volume potential. Whether you're considering a new site or looking to invest in an existing one, Kalibrate's Single Site Analysis helps you understand the impact any changes will have on volume.



Data-driven, expert validated

Survey and demographic data is returned to Kalibrate, where it is verified and processed by a Network Planning Consultant, before being presented back to you in a full report. This report includes expert insight and recommendations as well as volume projections for your site.



Market effectiveness

The market share overview provides an outline of how you are positioned vs. competing brands in terms of market share %, site share %, and market effectiveness, within the selected geography.

Micro market, maximum potential.

You take on enough risk already. How do you minimize your risk and invest for optimal return?

Kalibrate's Single Site Analysis reduces the level of risk of investing in a new or existing site, using proven artificial intelligence and machine learning techniques that forecast fuel volume and retail convenience store revenue.

You will also access our unrivalled, robust modeling. Usually reserved for large markets, it is applied in Single Site Analysis to ensure extremely accurate micro-level forecasting, without the need to pay for a full market study.

You determine the site you want to analyze: whether an existing facility or an undeveloped property. To generate accurate volume projections, we analyze a micro market around your site. It is studied in the context of traffic data, consumer buying patterns, neighborhood demographics, and local competitor strengths and weaknesses.

This results in an unbiased, data-driven forecast of fuel volume and convenience store revenue for the site you're assessing. Projections for adjacent offers are also available.

Multiple questions, single site solutions

Kalibrate's Single Site Analysis pinpoints the specific blend of site characteristics that will offer maximum volume potential, answering multiple questions like:

- What size should a store on this site be?
- How many pumps and fueling positions does this site need?
- Should I change my brand?
- What is the impact of a change in my pricing strategy?
- Should I close a store or rebuild it?
- A new competitor has just opened, how will this impact my store?
- Will an investment at this site cannibalize a nearby location I own or supply?
- What combination of site changes yield the highest return?

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When can Kalibrate's Single Site Analysis help?

To understand exactly how Kalibrate's Single Site Analysis could help you, get in touch.
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- If you want to build a new site but aren't sure if it will yield the volume required to be profitable
- If you're considering major investment into an existing site, but want to analyze the impact potential changes will have on volume across multiple scenarios
- If you're looking to acquire an existing site but planning major capital changes such as changing fuel and/or convenience store brand, hours of operation, gasoline pricing philosophy, or adding or removing facilities
- If your investors are asking for a feasibility study before agreeing to a loan
- If a major wants to see the volume the site will yield before agreeing to brand the site

Kalibrate Insight

Part of the Kalibrate Decision Suite

The Kalibrate Decision Suite is a threefold solution to fuel and convenience retail success, consisting of Pricing, Planning, and Insight

[Learn more about the Kalibrate Decision Suite and what it can do for you](#)

About Kalibrate

Kalibrate's decision-making software empowers fuel and convenience retailers across the globe with the market intelligence, micro-local data, and precision pricing and planning tools they need to gain real competitive advantage. For over 25 years, Kalibrate has been the chosen decision-making partner of 300+ fuel and convenience retailers in over 70 countries. The firm is headquartered in Manchester, with local offices in Cleveland OH, Tulsa OK, Mumbai, Shanghai, Melbourne, and Tokyo.

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