

# Mobility Plaza®

## Fuel retailers, are you ready to shift gears?

**There's a transformation taking place in the Fuel & Convenience retail market. It's not just the energy transition from oil-based fuel to synthetic e-fuel, it is also the transition in focus from the forecourt to the c-store.**



Based on data from Euromonitor, in just five years' time, global retail sales just for *convenience items* grew by 21%, from USD \$163 billion to \$197 billion, and they're projected to grow an additional 15% over the next two years. Market leader Couche-Tard and China-based Sinopec both outgrew the market, while BP continues to expand its network of convenience sites together with partners like REWE and Auchan. We are witnessing c-stores increasingly becoming part of a larger retail trend, and we're seeing grocery and convenience retailers growing "towards each other". These trends were expedited by COVID-19, with consumers now expressing an even stronger desire for quick and convenient shopping trips to minimize the time spent in-store.

### **Is your store network ready to support increased — and changing — demands?**

[KPMG's Fuel Forecourt Retail Market Report](#) clearly outlines the complexity of the situation.

Fluctuations in fuel demand, changes in consumer buying behavior, pressure on profit margins due to increases in operational costs, a need to support a broader product mix and the rise of private labels — these are just a few of the competing trends that impact the day-to-day fuel & convenience industry.



This level of complexity requires you to have a highly [flexible and scalable operating environment](#) that quickly adapts to the needs of today's digital customers, and enables you to connect with customers in a personal way, adapt to changes in demands, simplify day-to-day operations on the forecourt and in the c-store, and accelerate overall business growth.

How can you quickly and accurately adapt to this new reality? We've got a 2-minute video that will transform your approach and help you beat the competition:

### **Offer all the essentials to keep your customers moving**

With Vynamic FCx, you can manage your complete forecourt operations including fuel dispensers, OPTs, car wash and wet stock levels—all through one single user interface and in real-time.

100% cloud-based with open APIs and supported by a central master data management service for pricing, fuel reconciliation, contracts management and reporting services, the Vynamic FCx offers everything you need to run a fuel business network.

**>> [Would like to learn more? Let's talk](#)**

# LEARN HOW VYNAMIC FCx CAN MODERNIZE YOUR FUEL RETAIL NETWORK TODAY!


LET'S TALK

## Contact information

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