

# CLIENT SHOWCASE: HESS EXPRESS



Maximizing Sales and Profit

## Business Challenge

Hess Express sought to find a solution that would allow them to scale and manage their inventory profitably.

Services delivered:

- IPMax SR – Store Replenishment

## Business Benefits

- Profit optimized orders, daily
- Orders are interfaced daily and sent directly to their 3rd party distributor
- Better store in-stocks
- Highly scalable

## Company Background

Company: Convenience Store Retailer

Headquarters: Woodbridge, NJ, USA

Description: Hess Retail Marketing is the leading independent gasoline convenience store marketer on the East Coast with retail outlets in 16 states from New Hampshire to Florida. Hess Retail Marketing has doubled the number of stores over the past decade. Hess' focus is on providing great value, differentiated product offerings and best-in-class speed of service to create a great experience for the one million customers they serve every day. More information is available at [www.hess.com](http://www.hess.com).



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## *Profit Optimized Inventory*

Hess Express is one of the leading independent gasoline-convenience store retailers on the East Coast with retail outlets in 16 states from New Hampshire to Florida.

Hess had grown significantly over the past several years, however they found themselves struggling to manage the inventory for their high-revenue SKUs. They needed a solution that would allow them to scale, but at the same time would zero in on the most profitable answer, and 4R delivered both.

"...always in stock. Maximizing sales, profit and most importantly, customer service" said Kristy Cunningham, Director Retail Marketing. Hess has implemented 4R's Profit Optimized Store Replenishment Service throughout their company owned retail stores. Enhancements were made by 4R to provide optimized orders directly to McLane their 3rd party distributor on a daily basis.

"...always in stock. Maximizing sales, profit and most importantly, customer service."

*Kristy Cunningham*  
—Director Retail Marketing

Hess Express was 4R's first major convenience store retailer. It is a market the company had been considering and its success with Hess Express confirmed the industry is a key part of 4R's strategy. Convenience store retailers haven't typically had the luxury of inventory planning and optimization solutions. Now there is a proven alternative, and a different approach to a key aspect of the retail business.



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### ABOUT 4R

4R Systems is a leading provider of advanced inventory and supply chain services, which help retailers gain significantly increased profits by optimizing their inventory and related supply chain decisions.

Founded by supply chain experts from The Wharton School and Harvard Business School, 4R provides capabilities that profit optimize the matching of supply and demand.

From initial launch through replenishment to end-of-life for products—ranging from short lived fashion items to long term staples—4R provides retailers with services that fit their business. Clients using 4R have seen increases in profitability of 1-2 % of sales as a result of higher sales levels on lowered inventory.

