

Commerce Commission retail fuel market study, preliminary issues paper- MTA submission

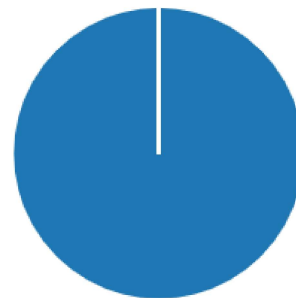
3
Responses

56:05
Average time to complete

Closed
Status

1. Please indicate what business operating model applies to your station(s)

- Independant (you own the sit... 3
- Company owned site compan... 0
- Company owned site retailer ... 0
- Other 0



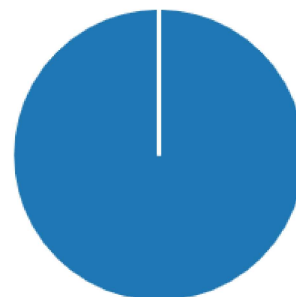
2. Thinking about how fuel prices are set at the pump and the margin you receive for the sale of fuel, please indicate if any of the following scenarios are applicable to you;

- The price I sell fuel at the pum... 0
- The price I sell fuel at the pum... 2
- The price I sell fuel at the pum... 0
- Other 1



3. Disregarding fuel/brand/loyalty cards I am achieving an overall positive profit margin or commission on the sale of fuel

- Yes 3
- No 0



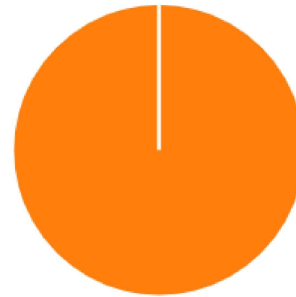
4. If you are making an overall profit on the sale of fuel tell us what % profit you are making (net of all expenses)

● Less than 3%	0
● 3% or more but less than 5%	2
● 5% or more but less than 10%	0
● 10% or more	1
● Not applicable-see next questi...	0



5. Disregarding fuel/brand/loyalty cards I am making a loss or receiving a negative commission on the sale of fuel

● Yes	0
● No	3



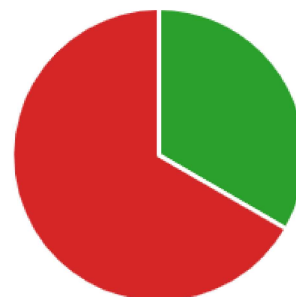
6. If you are making a loss on the sale of fuel, tell us what % losses these are

● Less than 3%	0
● 3% or more but less than 5%	0
● 5% or more but less than 10%	0
● More than 10%	0
● Not applicable	3



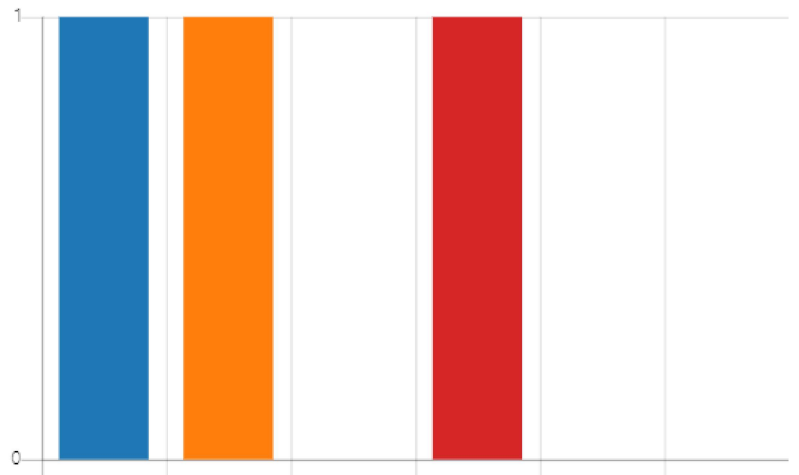
7. Thinking purely about fuel brand loyalty cards, which of the following scenarios are applicable to you;

● My fuel supply agreement cov...	0
● My fuel supply agreement do...	0
● My fuel supply agreement do...	1
● My fuel supply agreement do...	2
● Other	0



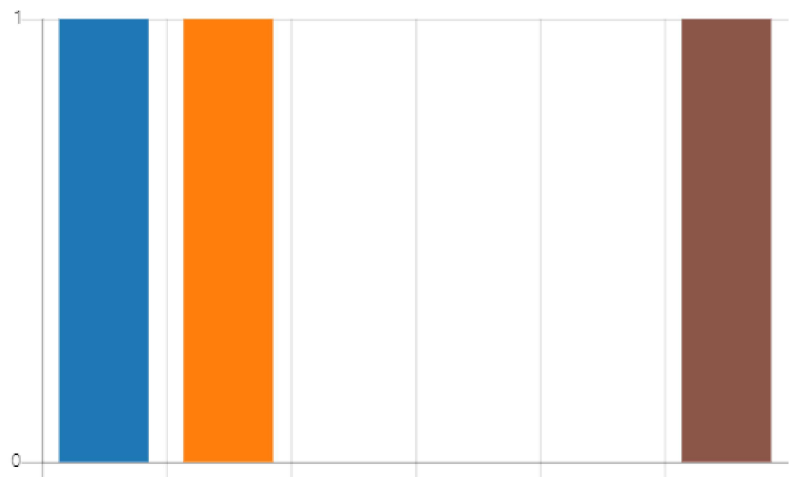
8. Still thinking about fuel / brand/ loyalty cards, my fuel supplier.....

- leaves it entirely to me wheth... 1
- encourages me to accept fuel/... 1
- pressures me to accept fuel/br... 0
- effectivley requires me to acce... 1
- has told me that there would ... 0
- NA 0



9. Thinking about the impact of fuel/brand/loyalty cards, tell us what proportion of fuel sales are transacted through these cards

- Less than 25% 1
- 25% or more but less than 50% 1
- 50% or more but less that 75% 0
- 75% or more but less than 10... 0
- 100% 0
- Not applicable 1



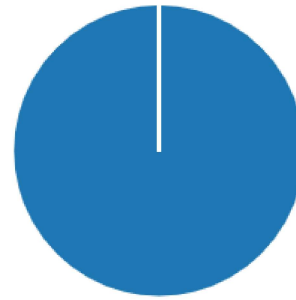
10. The price I pay for fuel and thus the effective margin I receive on sales or the commission I receive:

- is varied by the fuel supplier t... 0
- is fixed and the cost of partici... 1
- is sometimes varied and some... 1
- Not applicable 1



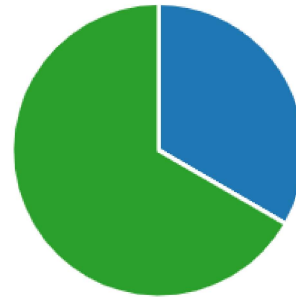
11. If your margin / commission is affected by the use of fuel/brand/loyalty cards at my station(s), the typical fuel discount offered to the customer is:

- Less than 3% 3
- 3% or more but less than 5% 0
- 5% or more but less than 10% 0
- 10% or more 0



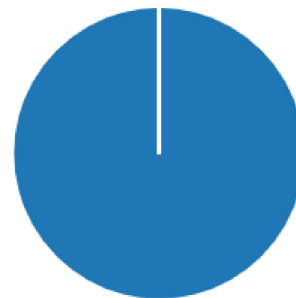
12. If your margin / commission is affected by the use of fuel/brand/loyalty cards at my station(s), the discount offered by the fuel/brand/loyalty card is fixed by:

- me; 1
- me and the fuel supplier; 0
- the fuel supplier (alone or in c... 2



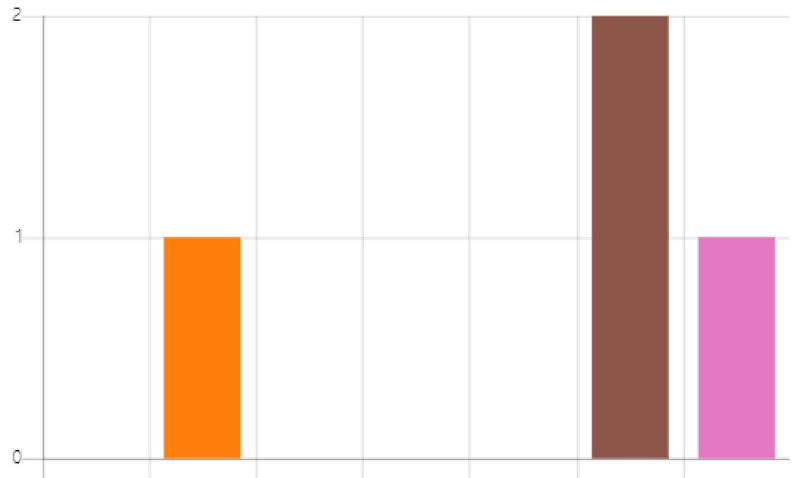
13. Where you are required to absorb some of the discounts offered by fuel/brand/loyalty cards tell us what proportion of the discount you have to absorb;

- Less than 50% 2
- 50% or more but less than 10... 0
- 100% 0



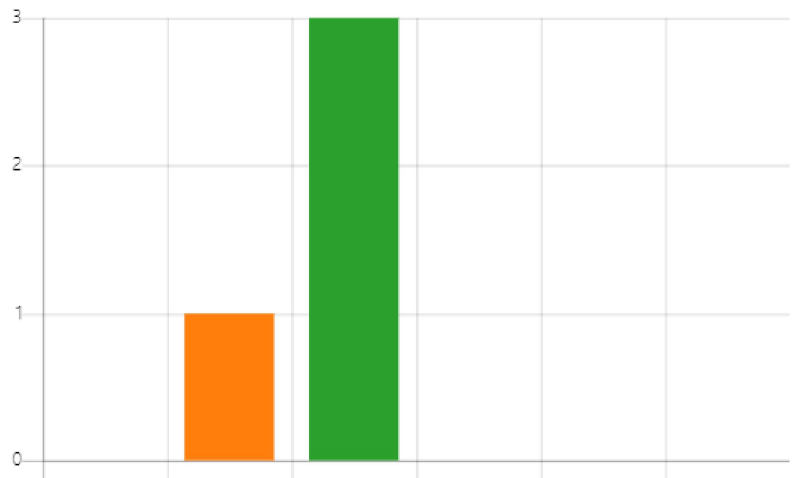
14. Thinking about your fuel supply agreement in terms of your ability to negotiate the price you pay for fuel or the commission you receive, does your fuel supply agreement:

- include any process to allow y... 0
- effectivley provide that the bu... 1
- effectivley provide that the co... 0
- I have used the negotiating pr... 0
- My agreement has a process f... 0
- My agreement doesn't have a ... 2
- Other 1



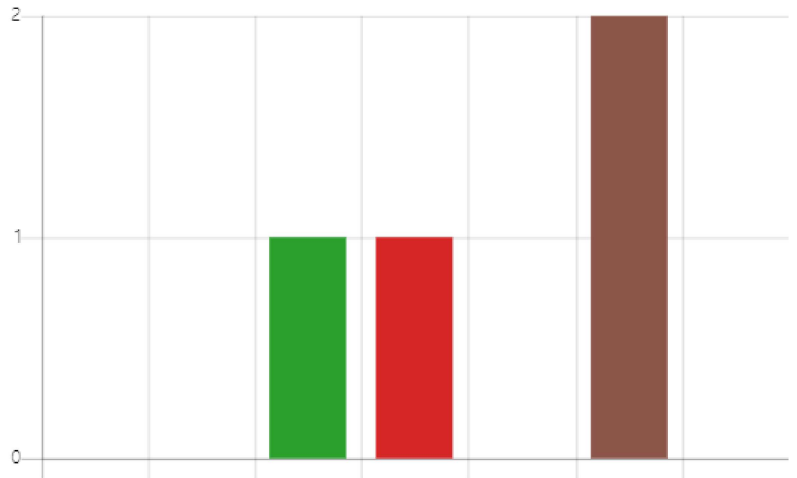
15. Still thinking about your fuel supply agreement in terms of your ability to negotiate the price you pay for fuel or the commission you receive, does your fuel supplier or agreement:

- fix the price you pay for fuel?; 0
- fix the price you pay for fuel b... 1
- provide for your fuel wholesal... 3
- fix the commission you are pai... 0
- fix the commission you are pai... 0
- Provide for your fuel wholesal... 0



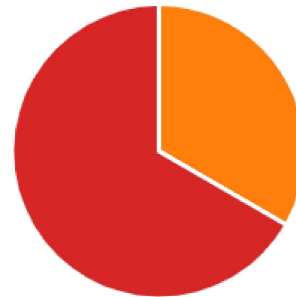
16. Thinking about conditions in your fuel supply agreement that tie you to your fuel supplier for a long time, which of the following apply to you?

- My fuel supplier provides me ... 0
- I have the option to apply for ... 0
- My fuel supply agreement req... 1
- My fuel supply agreement req... 1
- My fuel supply agreement allo... 0
- There are conditions in my su... 2
- Other 0



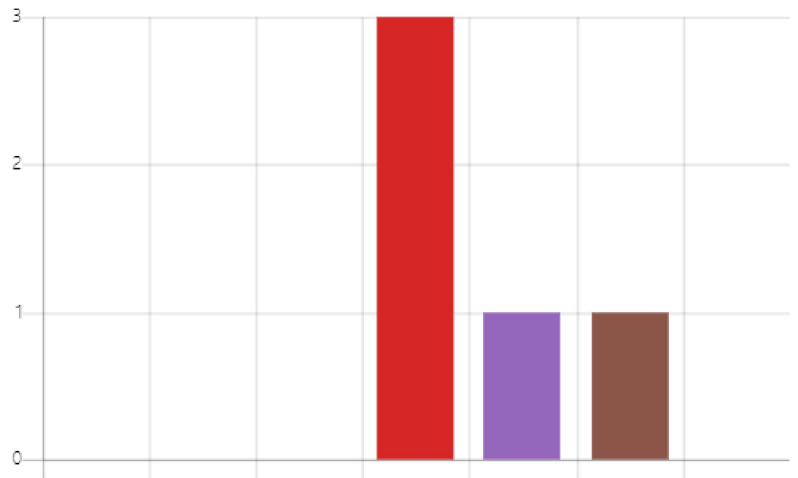
17. We understand that most fuel supply agreements are long-term arrangements so please indicate what term applies to you;

- 3 or more years but less than ... 0
- 5 or more years but less than ... 1
- 8 or more years but less than ... 0
- 10 years or more 2
- Other 0



18. Thinking about a scenario where you wanted to radically reduce your pump price to secure a larger volume market share in your area of competition. What restrictions exist within your current supply agreement that either prevent or limit how much you alter your pump price?

- My fuel supply agreement has... 0
- My fuel supply agreement has... 0
- The fuel supplier fixes, or reco... 0
- The price at which I can acquir... 3
- I have seen other outlets unde... 1
- Discounts through fuel/brand/... 1
- Other 0



19. If there is anything else you would like to say or contribute to this survey please enter details below

2

Responses

Latest responses

"DIREGARD ANSWERS TO 11,12,13 AS THEY DO NOT APPLY TO US B...

"With the supplier controlling the cost price & a very competitive, tran...