



Success with system!

– Your path to becoming an Agip service station entrepreneur –

From the petrol pump to the service station

During the last few years, the increasing mobility and the new self-awareness of the modern demanding customer have led to a transformation from the “classical filling station” to the multi-function service station. Only a few years ago, filling stations were only equipped to sell motor fuels and motor oil.

Modern Agip service stations, as they have been built by [Eni Deutschland GmbH](#)¹ in Germany during the last few years, are today all-round local stores and service centres for customers on the move, providing everything that modern man requires. The fuel business and the sales of classical vehicle accessories no longer dominate the scene. The shop, vehicle care and food and drinks served quickly and with a system are today important success factors.

Simultaneously with the transformation from filling stations to service stations, the image of the former pump attendant has also changed radically. Today, he is an entrepreneur with a multitude of tasks, an economist and marketing expert, human resources manager and multi-functional businessman.

Our system

As a basic principle, Eni as a system provider creates the conditions for a uniform and consistent public presence of the company as a whole (system presence), whereby you as an Agip service station entrepreneur profit from all the accumulated knowledge (know-how) and enjoy the advantage of being able to make your presence felt on the market under the renowned “Agip” brand.

Moreover, you will receive a wide range of support from the system provider Eni.

A company based on a system can only function and be successful when all those participating comply with and respect the rules of the system.

Entrepreneur within a system

In order to meet the challenge of the wide variety of entrepreneurial functions of an Agip service station, Eni has developed its own management and selling concepts for all areas of the business that, together, make up a system.

The implementation of this system represents the basis for the joint business success of all Agip service station entrepreneurs and of Eni itself.

This system not only establishes exactly who is responsible for which tasks but it also includes clear rules on the management of the relevant area of an Agip service station. These guidelines are based on a wealth of experience accumulated over many years and are constantly refined together with all the Agip service station entrepreneurs.

Motto: Use of the advantages of a large company combined with the advantages of an independent individual entrepreneur without having to incur the disadvantages of either!

¹ Eni Deutschland GmbH is a foreign subsidiary of Eni S.p.a., an Italian energy group operating throughout the world. We operate our service stations most of our service stations using the brand name Agip.



Through a structure based on a division of labour, every partner exercises the function at his level to which he is best suited due to his qualifications as well as the means at his disposal and his opportunities. This division within a system can be represented as follows:

	Eni	Agip service station entrepreneur
Service station	<ul style="list-style-type: none"> • Provision of a fully equipped Agip service station ready to start business 	<ul style="list-style-type: none"> • Financing working capital (e.g. inventories in the shop, operating costs)
	<ul style="list-style-type: none"> • Complete maintenance of technical equipment and elimination of malfunctions 	<ul style="list-style-type: none"> • Day-to-day minor maintenance work • Minor investments (e.g. vacuum cleaners)
Commercial management	<ul style="list-style-type: none"> • Business planning 	<ul style="list-style-type: none"> • Business planning • Business management of the service station
	<ul style="list-style-type: none"> • Support and advice in all areas of the business 	<ul style="list-style-type: none"> • Organisation of operations
	<ul style="list-style-type: none"> • Cash system, accounting system 	<ul style="list-style-type: none"> • Data input, human resources management, documents management
Marketing and sales	<ul style="list-style-type: none"> • Market communications, display of the „Agip“ trademark 	<ul style="list-style-type: none"> • Sales in the service station • Customer contact and acquisition of customers
	<ul style="list-style-type: none"> • Development of sales concepts for the areas of motor fuels and lubricants, shop, vehicle care and servicing, services, food and drinks 	<ul style="list-style-type: none"> • Cooperation in creating these concepts and • Implementation of these concepts
	<ul style="list-style-type: none"> • Provision of Agip quality products (motor fuels and lubricants) 	<ul style="list-style-type: none"> • Provision of sufficient security (dependent on sales) for the agency goods supplied • Advice on products
	<ul style="list-style-type: none"> • Cooperation with suppliers who meet Agip's high standards as regards quality and competitiveness 	<ul style="list-style-type: none"> • Advantage due to favourable purchasing conditions and reliable suppliers
	<ul style="list-style-type: none"> • Document plans, inventory management 	<ul style="list-style-type: none"> • Implementation, storage
	<ul style="list-style-type: none"> • Observation of the domestic market 	<ul style="list-style-type: none"> • Observation of the local market
	<ul style="list-style-type: none"> • Development of corporate identity (uniform appearance on the market) • Development and provision of manuals 	<ul style="list-style-type: none"> • Compliance with CI guidelines (e.g. working clothes, maintenance, cleanliness etc.)
	<ul style="list-style-type: none"> • Regional and cross-region advertising activities 	
	<ul style="list-style-type: none"> • Guidelines for product placement and sales area layout 	<ul style="list-style-type: none"> • Implementation of guidelines



	<ul style="list-style-type: none"> • Planning and organisation of national campaigns 	<ul style="list-style-type: none"> • Uniform public presence in carrying out the campaign
	<ul style="list-style-type: none"> • Support in individual sales promotion campaigns 	<ul style="list-style-type: none"> • Help in the planning and implementation of individual sales promotion campaigns
Human resources	<ul style="list-style-type: none"> • Continuous training and further training of Agip service station entrepreneurs 	<ul style="list-style-type: none"> • Support in training employees
	<ul style="list-style-type: none"> • Active participation in seminars and training courses 	<ul style="list-style-type: none"> • Recruitment and management of employees

In addition to these functions, Eni supports its entrepreneurs by means of centralised purchasing conditions with suppliers in the field of shop goods, vehicle care and food and drinks.

YOUR BENEFITS AS AN AGIP SERVICE STATION ENTREPRENEUR AT A GLANCE:

- ✓ easy access through the provision of an operation ready to start business
- ✓ tested and established operating system and product range
- ✓ comprehensive and up-to-date know-how through training
- ✓ simplification of business management through uniform system of accounting and cost control (EKW system)
- ✓ image of a large company
- ✓ targeted advice and consistent communication
- ✓ purchasing advantages through system suppliers focussed on supplying filling stations
- ✓ security and humanity through cooperation and membership of a group
- ✓ independence with limited financial risk

Moreover, experience increasingly shows that system companies, due to the structure described above, are considerably more successful than traditional companies in today's market environment and are much better in overcoming crisis situations. The best example is provided by the enormous growth in franchise operations in the food and drinks business.

Pursuing goals jointly means talking to each other

Use our online information medium Agip Extranet in order to ensure that you as an Agip service station entrepreneur are always provided by Eni with the latest information on the market, on marketing activities and all other types of information. In addition, the partner magazine "Il Modo" appears three times a year.

Our back-office area managers and filling station support team, who keep you abreast of important events and measures and provide support and advice in managing your Agip service station, are however of particular importance in the field of communication.

Moreover, an important aspect of our system are the regular workshops carried out together with Agip service station entrepreneurs and employees of Eni Deutschland, in which current marketing and sales concepts are developed jointly.

Systems at Agip service stations

Centre-stage in the "Agip Service Station" enterprise is occupied by people on the move with all their needs and wishes. We offer this category of customers an attractive range of retail products and services and endeavour to fulfil our customers' expectations and give them the feeling of "arriving en route" (even if one is not at home, one feels cared for and looked after by Agip).



The most important pillars in an Agip service station are:

→ **Sale of motor fuels and lubricants**

All Agip service stations sell only Agip quality products, on which the Agip service station entrepreneur receives an agreed fixed commission, irrespective of the actual selling price.

The provision of support and service to company car fleets is becoming ever more important in the sale of motor fuels. In this context, the MULTICARD has developed into an important success factor as our own multi-functional service card, which is accepted at more than 17,000 service stations throughout the whole of Europe. The MULTICARD enables the tank to be filled without exchanging any cash.

Oil changes, repairs and road tolls can also be easily charged through the MULTICARD. In the field of motor oils, Eni offers its customers absolute top-quality products developed in their own high-tech laboratories and that for many years have been and still are successfully and thoroughly tested under the toughest conditions of Formula 1 motor racing.



→ **The shop**

Eni has developed a convincing convenience store system for its shops that offers all of its customers the greatest possible range of amenities. Combined with a hint of "Italian individualism", a public presence has been created which is quite distinct from the competition and in which the customer feels at ease and enjoys making his purchases.

Thus, in addition to fresh foodstuffs and drinks, the product range of an Agip service station offers frozen foods, ice cream, snacks as well as food products for everyday requirements. The range of basic foodstuffs at fair prices is therefore covered. The Agip customer therefore finds everything that he needs for his immediate day-to-day needs.

Furthermore, all "CiaoAgip Shops" offer a fixed range of Italian food specialities and wines, which helps us to convey Italian flair and enjoyment of life to the customer, making us unique and unmistakable on the filling station market in Germany.

→ **Food and drinks / back shop**

The emphasis with Espresso/CiaoAgip at more than 280 locations lies on bakery goods and Italian coffee specialities such as espresso, cappuccino or latte macchiato at sensible prices. Here too, Eni wishes to convey the Italian style of living to its customers and also thereby establish a clear distinction from its competitors. This rapidly growing segment will acquire even greater importance in the years to come.

→ **Vehicle care**

Using the brand name "CarWash", more than 250 high-value car wash systems with an identical product range are operated in the Agip network throughout the whole of Germany. Both the car wash programmes as well as the services offered are standardised so that the customer has no problems operating the system. These car wash systems not only comply with the highest environmental standards but are also a key factor in binding regular customers. That is why Eni endeavours constantly to improve its offer as well as the environmental compatibility, both with regard to the car wash systems themselves but also the cleaning products used.



From a filling station lessee to an Agip service station entrepreneur

Every large company is only as good as its products and its employees. Expensive investments and high technical standards are however not enough if they are not matched by customer service and personal commitment.

Eni regards its entrepreneurs as independent partners who bear full responsibility and wish to shape their own future. Eni itself provides the standards and the hardware: high-quality products in the oil and non-oil field, uniform, futuristic design and support in the form of advertising and promotions.

Filling this hardware with life is the job of the Agip service station entrepreneurs who are able to participate in an extensive programme of training and further training in order to prepare them for this task.

For this reason, Eni offers firstly a sound theoretical and practical initial training course for all new Agip service station entrepreneurs which prepares on for entry into the filling station business and the acquisition of an Agip service station. Secondly, Agip offers and carries out numerous seminars on the widest possible variety of subjects.

Come and talk to us!

As you can see, your field of activity as an Agip service station entrepreneur is comprehensive and full of variety.

Simultaneously, the rapid development process in the filling station market represents a major challenge. Tried and tested standards play a large role in getting to grips with this function, ultimately however your dedication, your individual dealings with customers, your flexibility and conviction that in Eni you have chosen the right partner provide the basic conditions for your success.

Should you wish to learn more about the profession of an "Agip service station entrepreneur", give us a ring or send us your written application.

We want to talk to you.