Amoco’s marketing organization

Retail Business Unit  a brief history

Since 1987 the Petroleum Products Marketing organization has increased the number of retail sites it directly operates from 75 to 500+. As the number of company-operated locations grew, the Retail Business Unit (RBU) was formed to manage existing locations and execute future growth strategies. During 1996 the RBU initiated an expansion program for its Split Second™ convenience business, which until that time had only operated in the Tampa/St. Petersburg market. Split Second stores are larger, typically 3,500 square feet and feature fresh food and deli items, as well as Amoco gasoline. Over the next six to seven years, the number of directly operated Amoco locations will continue to expand significantly within the United States.

Marketing organization  strategic direction

We provide customers with high-quality products at competitive prices utilizing a brand management strategy that allows us to build on our quality reputation and increase brand value associated with our industry-leading slate of gasolines, while seeking innovative ways to further distinguish ourselves from our competitors. Our focus is on customer convenience and providing a variety of goods and services that meet our customers’ needs and offer them maximum value. We plan to increase the Amoco brand image associated with our Ultimate and Silver gasolines and other petroleum products by being a provider of high-quality convenience retail products, such as, Sara Lee and Owner’s Pride. Our goal is to continue to provide our customers the same quality experience for their convenience retail needs that they have come to expect from Amoco lot their gasoline needs.

Amoco facts and figures

- Fortune 20 corporation.
- Total assets exceeding $29 billion, (U. S.)
- Gross revenues exceeding $30 billion (U.S.).
- One of the top producers of crude oil and natural gas in the world.
- Thirteenth largest industrial corporation in the United States.
- Sixth largest convenience retailer in the United States.
- Approximately 43,000 employees worldwide.
- Market leader in its 30-state U.S.-marketing area.
- Serves millions of customers daily through 9,600 retail locations with more than 2,400 dealers. 900 jobbers, 500+ Amoco gasoline and food shops as well as 50+ Split Second convenience-deli businesses.
- To learn more about Amoco, visit our home page: http://www.amoco.com/jobs.
- To apply for a Facility Manager position, fax your resume to (312) 856-2367
Your initial marketing assignment

Facility Manager

This retail management position provides the opportunity to be fully accountable for the successful operation of one or two retail sites including gasoline, convenience store and car wash businesses. The Facility Manager focuses on achieving gasoline sales targets, C-store and car-wash sales, controlling inventories, and providing a clean, safe environment for employees and customers. Split Second managers have the added responsibility of operating a high volume deli business with corresponding food service and food handling responsibilities. All of Amoco’s company-owned stores are open 24 hours a day, seven days a week. Facility managers typically work a 5½ day week and are on call at all times.

Amoco offers a unique and challenging management opportunity to those interested in pursuing a career in the convenience retail industry. Assignments that follow can be found primarily in the Retail Business Unit, although some opportunities will also be available in the sales operations group.

Major responsibilities include:

- Ensuring the highest level of customer service and satisfaction;
- Executing marketing and sales strategies and plans;
- Managing monthly operating budgets and business costs;
- Providing leadership and coaching to customer service representatives (CSRs);
- Managing C-store inventory levels and product mix;
- Recruiting and hiring of hourly staff;
- CSP staff scheduling, training, development and performance assessment, and
- Ensuring each facility operates to its fullest potential consistent with Amoco’s standards.

What type of prior experience is most appropriate?

Two or more years of experience managing any type of retail business or two or more years in the military, either of which involved supervision of large numbers of employees, P&L/budget management responsibilities and inventory control management. Candidates must be able to demonstrate a stable work history with demonstrated leadership and business results. Must be enthusiastic and customer focused. Food service industry experience and a Bachelor’s Degree is preferred but not required.

Where do we do business? Where might you work?

You will find Amoco gasoline and convenience stores in all of these markets: Atlanta, Chicago, Denver, Detroit, Ft. Lauderdale, Ft Wayne, Indianapolis, Jacksonville, Kansas City, Memphis, Miami, Milwaukee, Minneapolis, New Jersey, New York City, Orlando, Philadelphia, St. Louis, Salt Lake City, Tallahassee, Tampa/St Petersburg and West Palm Beach. Split Second, Amoco’s newest entry in the C-store industry, has operations in Atlanta, Chicago, Denver, Ft. Lauderdale, Miami, Philadelphia and Tampa/St Petersburg.
Career management and development

Our employees provide Amoco with its competitive advantage. We remain competitive by developing people to meet the technical, financial and operational challenges of the future. This requires concerted action by employees, team leaders, and leadership teams. The primary tool utilized by employees to manage their careers is the Amoco Career Management system (ACM). Through ACM, employees establish realistic career goals and development plans that assure two things:

- personal development.
- competitive advantage for the company.

Definition of career management

ACM is a worldwide process designed to align employee aspirations and abilities with the company’s business needs. It is a participative and continuous process that involves shared responsibility between the employee and the company.

ACM benefits—company and employee

Amoco benefits because the right people with the right skills are selected for the right jobs at the right time, which leads to improved business performance.

Using ACM, employees are able to focus on the development of the knowledge and skills that are critical to achieve career growth by identifying both business and personal career goals and the appropriate strategies to achieve them.
Petroleum Products and RBU Career Puzzle

Start here
With previous retail or restaurant management experience.
Completion of or work toward an Associate's or Bachelor's degree is preferred.

Facility Manager
Manage one to two of Amoco's convenience retail businesses
(Kiosk, Food Shop or Split Second stores).

In 2-3 years,
using our job posting system, you may move into these or other positions.
A Bachelor's degree may be required.

Sales Operations Manager
Consultant/ troubleshooter working with Amoco dealers.

Field Marketer
C-store plan-o-gram execution, merchandising, community-based marketing and category analysis.

Market Analyst Business Development
Support the development of business partnerships.

Business Processes Specialist
Ensure consistent business processes and practices within a market.
Compensation and benefits programs

Compensation program

Those accepting positions with the Retail Business Unit will enjoy a starting salary, which is competitive with salaries paid by Amoco’s C-store competitors, as well as major U.S. retailers.

Benefits Plans

Medical plan: Immediate eligibility in the Amoco Medical Plan or coverage through an HMO (HMO participation varies by geography).

Dental: Immediate eligibility in the Dental Assistance Plan or Dental Maintenance Organization (DMO).

Savings: Immediate eligibility to participate in the Amoco Employee Savings Plan, on a tax deferred or after-tax basis. During the first three years the company will match up to 5 percent of plan savings which can be increased to 7 percent as service continues.

Vacation: After the completion of one year of company service, vacation is provided based on years of company service as follows:

1 through 4  2 weeks
5 through 9  3 weeks

Vacation continues additional years of upon additional years of company service.

Sickness & Disability: Provides six weeks at full pay and twenty weeks at one-half pay during the first year of employment. Benefits increase based on years of company service.

Long-Term Disability: Optional Long-Term Disability is available on a contributory basis immediately upon employment.

Group Life Insurance: Provides company-paid life insurance equal to one time earnings plus an equal amount of Accidental Death and Dismemberment coverage at no employee cost; optional, contributory life insurance can be purchased up to six times annual salary immediately upon employment at group rates.

Employee Retirement: Participation in the Employee Retirement Plan begins immediately at no cost to the employee.

Educational Assistance: Provides up to 85 percent of the cost of reimbursable items (tuition, books, etc.), upon completion of approved courses.

Others: Other benefits include 10 paid holidays including two personal days. Child Care Resource and Referral Program, Vision Service Plan, Educational Gift Matching Program, Service Awards Program, Retirement Award Program, Amoco Relocation Benefits, Business Travel Accident Policy, Work-Related Accidental Death Benefit, Dependent Care Expenses, Adoption Assistance Plan, Domestic Partner Coverage, etc.