

Baltic Petroleum

How LEAFIO AI
Streamlined Inventory
and Fueled **Sales Growth**

+62%

SALES INCREASE

More sales from
the same shelf space



1581%

ROI in the first year



86
Stores



2,500
SKUs



Leading Fuel &
Convenience Retailer

KEY FACTS

Baltic Petroleum is a modern chain of 86 retail outlets located on petrol stations throughout Lithuania. Convenience stores chain offers a wide range of locally prepared food and hot drinks, pre-packaged food and non-food items.



Verical:
Gas & Oil



86
Stores



2,500
Items



501-1K
Employees



CHALLENGES BALTIC PETROLEUM FACED BEFORE THE IMPLEMENTATION

- Overstocking and inconsistent layout standards across the chain
- Uniform assortment across all stores.
- Challenges in managing fresh goods
- Disruptions in promotional merchandise supply
- Lack of analytical tools for inventory and merchandising

BUSINESS PROCESS CHANGES



Centralized ordering process

The ordering process is now centralized and managed by four specialists at the central office instead of by individual gas station managers. This consolidation has significantly freed up store managers' time while enhancing transparency and control across the chain.



Dynamic assortment management

Up-to-date assortment matrices have been created to effectively manage product assortments across the chain and plan stock replenishment in stores.



Full planogram management cycle

The process now includes the complete automated cycle of planogram management, from creation to implementation and control.



Comprehensive inventory and merchandising analytics

With the LEAFIO AI Retail Platform, Baltic Petroleum now has access to over 40 detailed inventory management reports and an in-depth merchandising analytics module.



Visual dashboards

The system also features an insightful dashboard that displays key inventory level indicators, allowing for quick assessments and strategic and operational decisions. Additionally, a merchandising task dashboard monitors and controls planogram task progress.

IMPLEMENTATION RESULTS

↑62%

sales
increase

↓9%

lost sales
decrease

1581%

ROI
in the first year

↓13%

average
overstocks
reduction

↑50%

inventory
turnover
improvement

↑8%

availability
improvement

KEY BENEFITS:

Enhanced Operational Efficiency

The LEAFIO AI Retail Platform has reduced Baltic Petroleum's workload, streamlined tasks, minimized human errors, and enabled faster, more accurate order processing.

Advanced Assortment, Display and Inventory Management

With dynamic assortment management, Baltic Petroleum ensures their product matrices stay current, while supplier reliability monitoring maintains consistent stock availability.

Ongoing Collaboration and Support

After implementation, Baltic Petroleum transitioned to LEAFIO's Customer Success Department, receiving continuous technical support and KPI monitoring. This collaboration focuses on optimizing processes, integrating new features, and ensuring sustained growth and performance improvements.

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“Implementing LEAFIO Inventory Optimization has revolutionized our operations. The implementation period required a lot of our resources and some changes to our business logic, but after LEAFIO AI was implemented, it automated the order process, minimizing human involvement and ensuring meticulous control at every stage. The comprehensive analytical reporting further empowers our decision-making, making us more agile and responsive in managing our business”



Edvin Bachšijan
CEO at Baltic Petroleum

**Take the next step toward smarter retail automation.
Request a personalized consultation today.**

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