

INTRODUCTION

This report is a summary of the ARCO AM/PM Franchise Accounting System pilot training program. Ten franchisee dealers were selected to take part in this program, in conjunction with the installation of the system in their stations. Wherever possible, dealer reactions to the training program have been recorded, so as to enable ARCO to evaluate the program and make decisions about how to structure future training sessions.

Day 1:

- Welcome, opening remarks and overview of Franchise Accounting (Art Goldstein, 45 min.) - introduces self and presents two-day training agenda
- Hardware (John Daniel)
- Break
- Printer Demonstration (Doug Cheatham)
- Ordering Supplies (Doug Cheatham)
- Keyboard & Diskettes (Joe Zamudio)
- Support Center (Jon Bek)
- Lunch
- Daily Activities in Sequence (John Daniel)

Day 2:

- AM/PM Demonstration, dealers hands-on (Lisa Ramos, Kathy Tso)
- Break
- Product File System
 - Objectives (Art Goldstein)
 - System Overview (John Daniel)
 - Demonstration (Lisa and Kathy)

- Point-of-Sale System
 - System overview (Art Goldstein)
 - Demo (IBM)
- Lunch

What exactly does the system do?

- Connects to ARCOmatic to get daily sales reports
- Performs the following operations:
 - Month-to-date sales calculations
 - Royalty reports
 - Gasoline accounting
 - Merchandise additions (at present by category and in future by product)
 - Check register

Advanced version of system (optional for dealers):

- Accounts payable and receivable
- Payroll
- Banking
- Checking account

Benefits of system to dealers:

- Saves time -- on average 45 min./day, 30 hours/month (Two dealers who've used the system verified this benefit)
- Greater control
 - No more 45 day wait for accounting service to process data
 - Month-to-date sales, category analysis, inventory balances, cash reconciliations, invoices all at dealers' fingertips

- Improved accuracy
 - No more math errors
 - Eliminate copying errors where same numbers are repeated in data entry
- Consistent accounting policy (don't have to make up your own rules anymore)
- Increase sales and profits by tracking your business
- Move into the future with additional computerized functions:
 - Merchandise scanning
 - Electronic price signs
 - Automatic ordering
 - Automatic tank sensing

Shows "That Was Then, This is Now" Video (6 min.):

- Comedy skits of harried dealer struggling with manual accounting, contrast with smoothly running computerized dealership
- Reiterates present and future benefits of system (see above)

Hands out "That Was Then, This Is Now" brochures, "It's that simple" hats